

TRADING
PLACES

RISKY
BUSINESS

FLASH-
DANCE

MATT
HOUSTON

DON
MARTIN

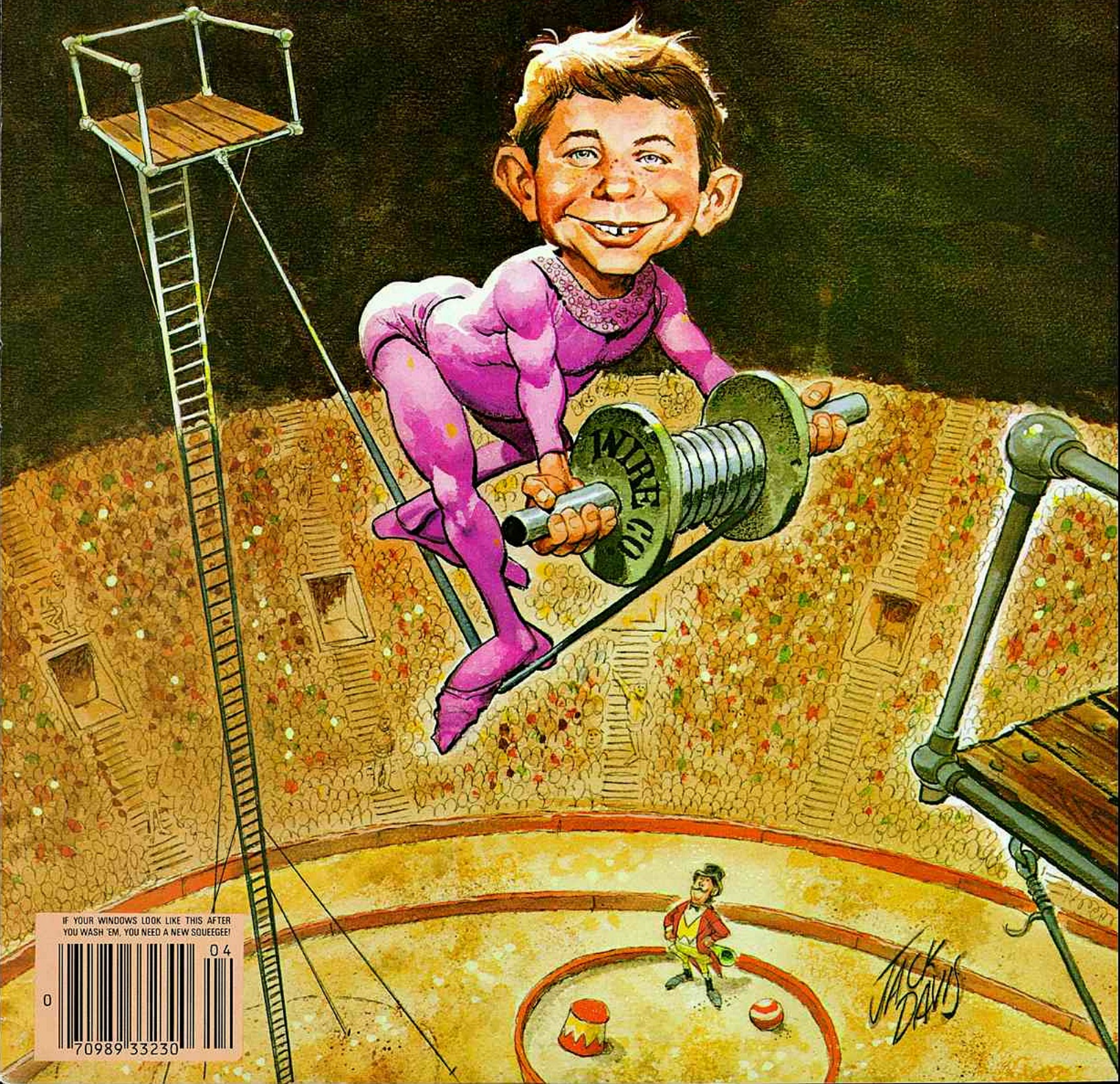
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No.
246
April
'84

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the usual gang of idiots

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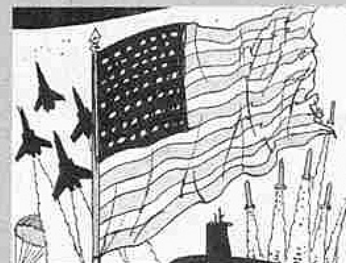
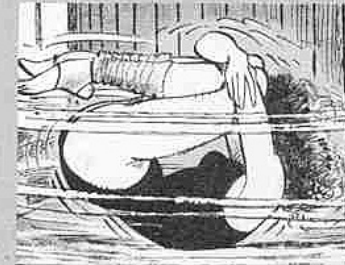
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RACES"
(A MAD
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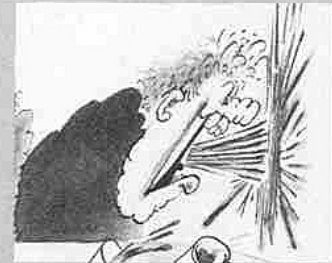
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LETTERS DEPT.

Charles Colton once said, "Imitation is the sincerest of flattery." On the other hand, *God* once said, "Thou shalt not steal"! With that in mind, we now present...

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John Darling

By Armstrong & Batiuk



SALT LAKE TRIBUNE NOVEMBER 1980



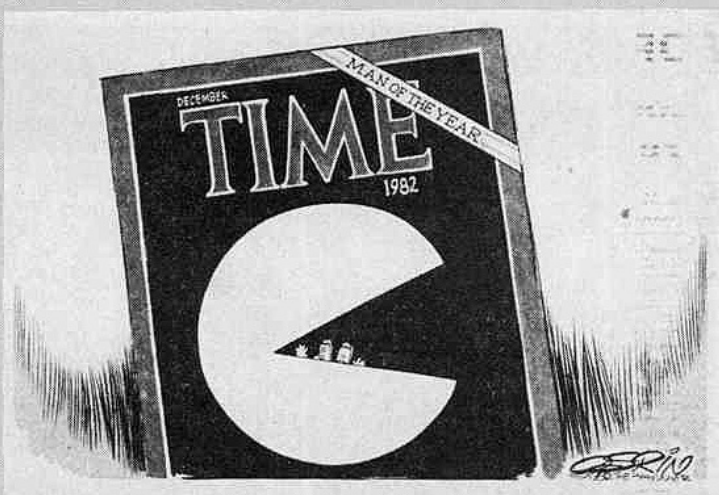
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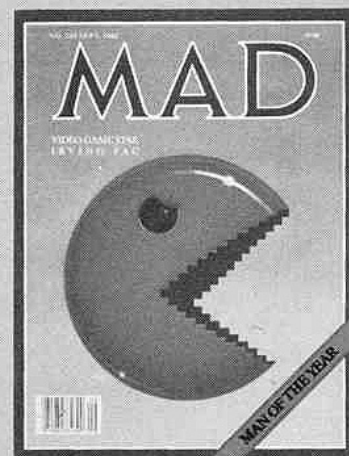
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Hello! My name is **Gene Sissy**...

...and I'm **Roger Ebo**! We've been asked to review **three hot movies** that you might have missed last summer, if you'd been stranded on a **desert island**... which is obviously what **MAD's Editor** must've been... or else he would have ordered **SATIRES** of these films for the magazine when they **FIRST CAME OUT!**

Anyway... let's start off with a look at the **MOST SUCCESSFUL** of these three films... **box-office-wise**...! It's the story of **two unlikely young people** who are forced to swap their **diverse life styles!** I adored it!!

And I loathed it....!!

Well... although I **don't agree** with Roger about this particular film, I **DO** respect his opinion...

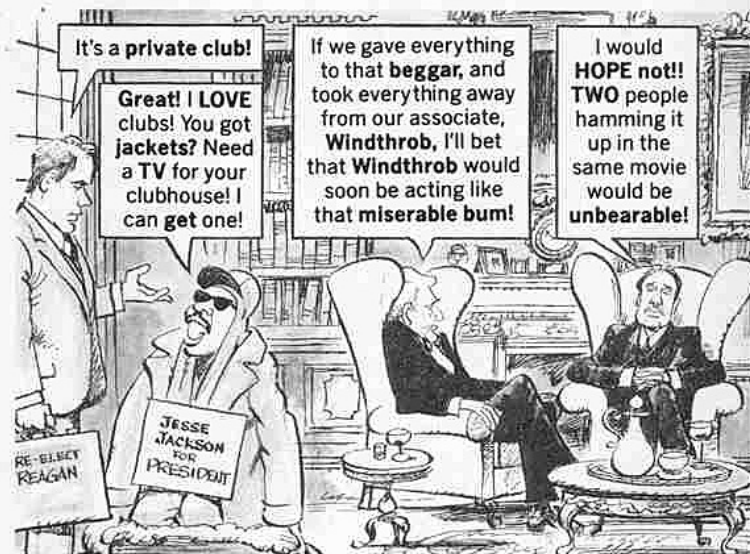
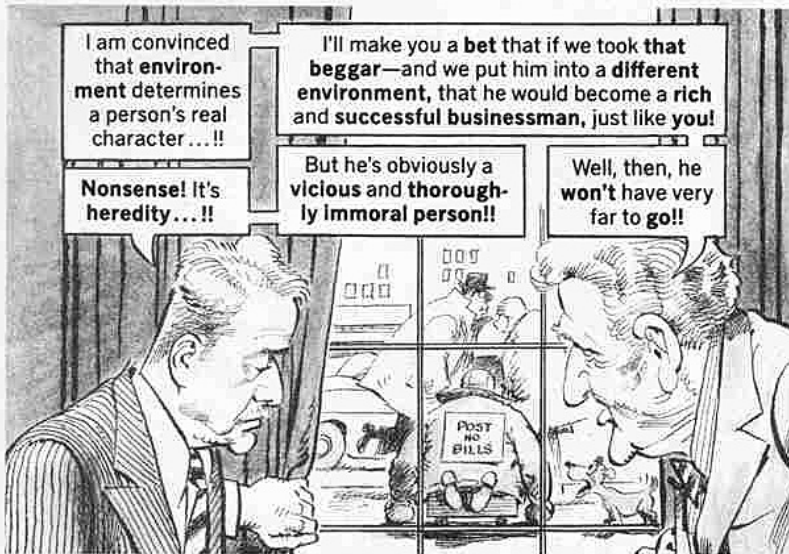
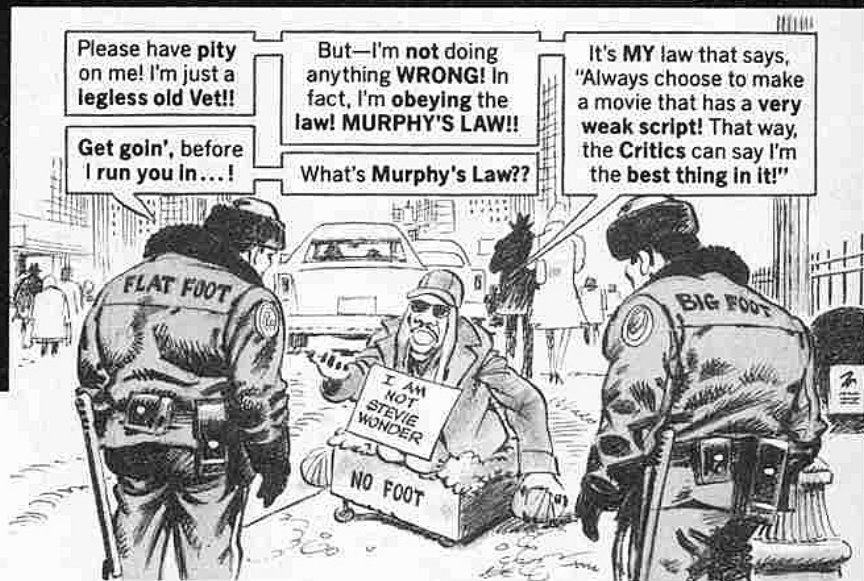
Oh, yeah...? Since when?!

Anyway... the movie opens on the **lush mansion** of a **very rich young man** played by **Dan Adnoyd!** Oh, by the way... it's called...



ARTIST: MORT DRUCKER
WRITER: STAN HART

TRADING RACES



For selling **DOPE**... you are expelled from this Club...!!

...and you can take back your engagement ring, you... you... you **PUSHER**!!

I'm ruined!! My entire life is flashing before my eyes...!!

I hope it doesn't flash before mine! I'd **HATE** to have to sit through "Dr. Detroit" again!!

Everyone is turning his back on me! Well, I won't turn my back on you, Honey! Y'see, I'm one of those movie prostitutes with a heart of gold!!

If your **HEART** is so valuable... imagine what your **CHEST** must be worth!!

HILL STREET STATION

THIS IS A BUST!

I believed **Pork Bellies** would go higher today so I bought us some...!

Look...! You were right!! How did you know?

Ain't much a ghetto kid don't know 'bout **Pork**! Now, if they traded futures in chitlins and ribs, we could clean up!!

Good! There's no one in here! We can talk!

Well, I win the bet! I told you I could make **Windthrob** into a social outcast—and that good-for-nothing black kid into a successful, respected executive!

Here! I can't wait to throw that bum back in to the street!

Oh, yeah?!? We'll see about that! I'm too smart for you guys! However, sometimes I wish I was smarter!

Like remembering to put down the toilet seat lid when I'm eavesdropping!!

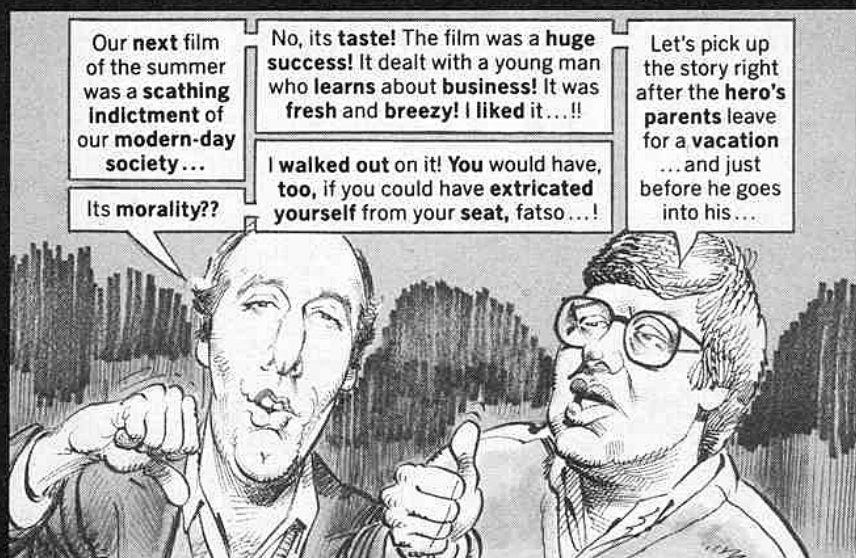
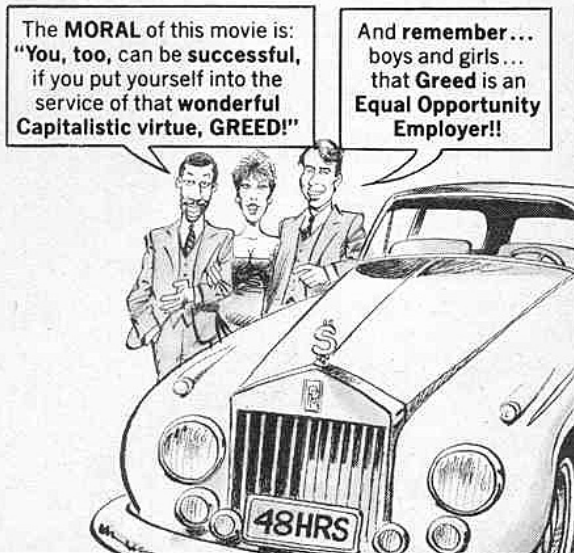
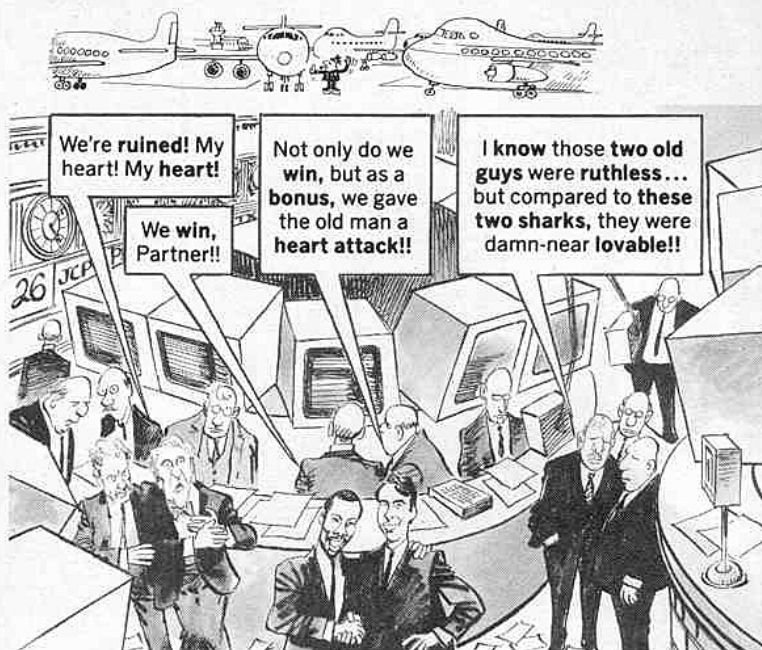
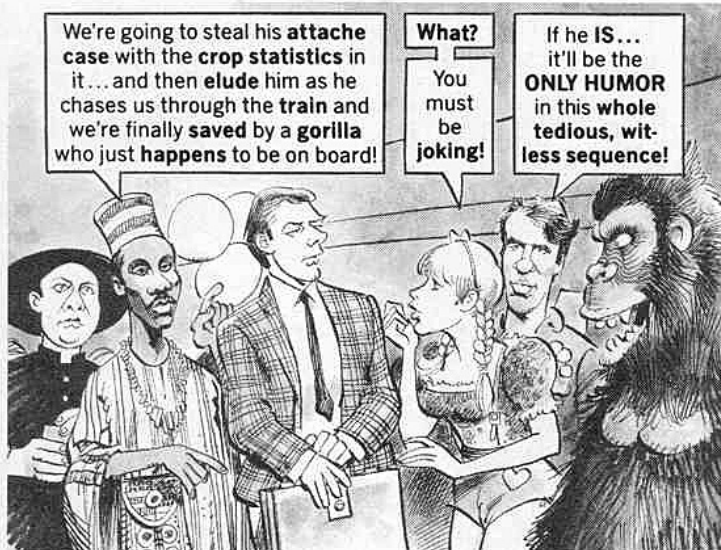
I got a plan how we can beat those two old dudes at their own game! It's complicated—and very involved! They'll never know what's going on!

And neither will the audience!

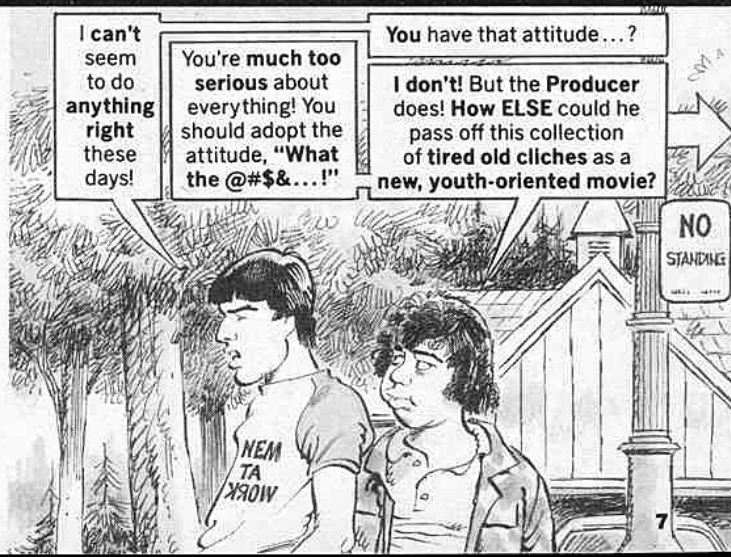
So we're partners! From now on... we share **EVERYTHING**!!

Everything?!?

Don't haggle with him, Windthrob!



Raunchy Business



It's a mistake! My friend called you up and gave you my name! It's **nothing personal**... but I don't want to make love with you, Miss!

Hey, I'm not upset! Heck, I'm **not** really that kind of girl! I'm **DIFFERENT!**

Gee... what do you mean, "different"? I'm a **GUY!!** How's that for "different"?!

Far out! But I **STILL** don't want to make love with you, **SIR!!**



Gee, this is **wonderful!!** You've given me something I'll have for the rest of my life!!

I know...! **HERPES!!** Is it true that you're really a prostitute?

That's right! With me, it's **strictly business!** Three hundred bucks gets you a **real good time**... and a **COLOR TV** or a **KITCHEN APPLIANCE** for opening a new account!!



That's my **pimp!** I'll have to stay here for a while! Otherwise, he'll kill me for leaving him!!

I see...!! Hey, **HOLD IT!** What's he going to do to ME if I let you stay?!

That's **YOUR** problem! I've got **ENOUGH** to worry about!!

Why not just go up to him and say... "What the @#\$%!!"?

Two reasons! One: I **stutter** when I have a **knife** at my throat! And two: I can't speak in **profanity symbols!!**



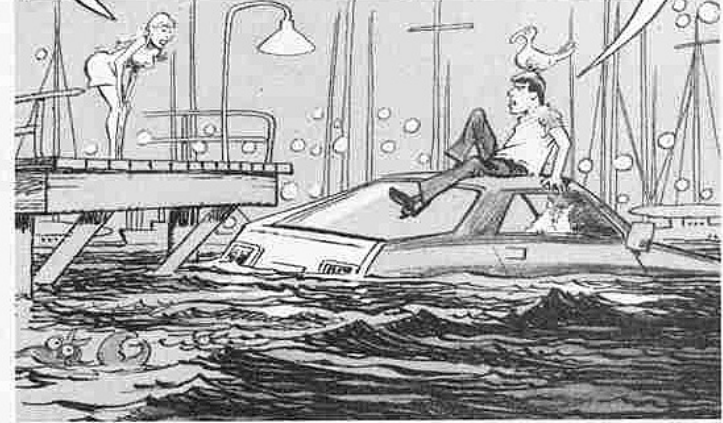
Gee, I've got to get my Dad's car fixed before he comes home! Where am I going to get the money...??

Hey, why not?! That would make me a... a **YOUNG CAPITALIST!**

Let's go into **business** together!! I'll supply the **girls**... and you supply the **customers!** What say??

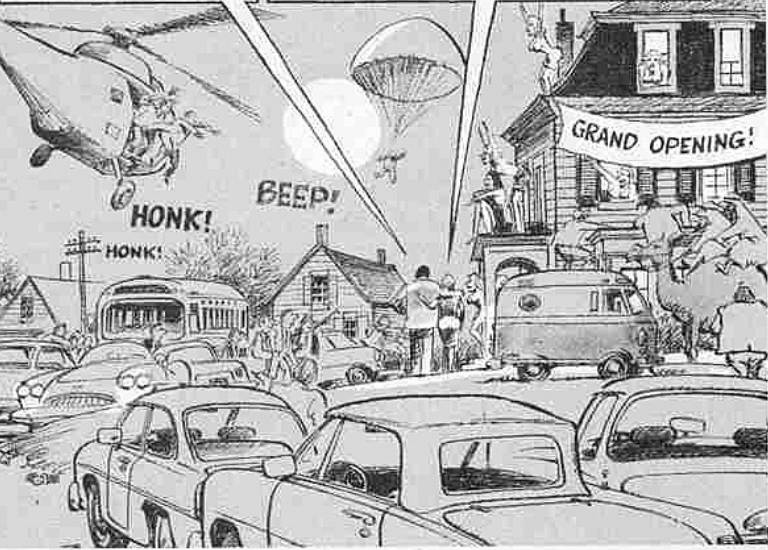
No, it would make you a **YOUNG PIMP!!**

It's the **SAME** thing!!



I'm **amazed** at how much **activity** there is...!

I'm even **more** amazed that your **neighbors** and the **local police** haven't noticed it!



Uh—Hello, I'm from **Princeton!**

Sorry, guy, but the **special Ivy League Discount** is only good up to **twelve Noon!**

You applied for admission to the **University**, and I'm here to conduct your **Personal Interview!** By the way, what's going on here...??

You want to go to some **University** that would let a **dummy** like **THIS** graduate?!?



Hey, you stole all of the furniture from my house...!

It was **only** fair, Man! After all, you stole all of my girls...!!

Okay...! Okay...!! Let's make a **SWAP!!**

Well... I don't know, Man! Sitting on your **FURNITURE** is a lot more comfortable than sitting on my **GIRLS!!** They're a little lumpy!

ALL THE WRONG MOVES INC.

There's a **tiny crack** in my egg! I find it hard to believe that you were so careless!

If you're shopping for things that are hard to believe, how about my having a **six-day wild party** without a single cigarette-burn-hole or liquor-spill-mark on any of the rugs or furniture?!

Princeton University wants us **BOTH!!**

But I never finished High School!! How could I ever be a student there...?!

What students?! They want us as **Sex Education TEACHERS!!**

What I disliked about that film was that there was **no plot, no story, no nothing!!**

Exactly! That's what made it so fresh and exciting!!

But it was also stupid and boring!

Wonderfully so! That's why it was so successful...!

You nerd! How can you consider a picture that puts its audience to sleep a "success"?!

Our last film was the "surprise" of the year! It was about a girl who has a passion for dancing... a high-school drop-out who makes good! It was called...

Flashdance

Boy, this has got to be the **longest introduction** to a movie in film history...!!

That's so we can squeeze in the **entire opening song** and hope it becomes a hit! Unfortunately, it makes **bicycling to work in Pittsburgh** a little rough...!

Oh? Where do you live?

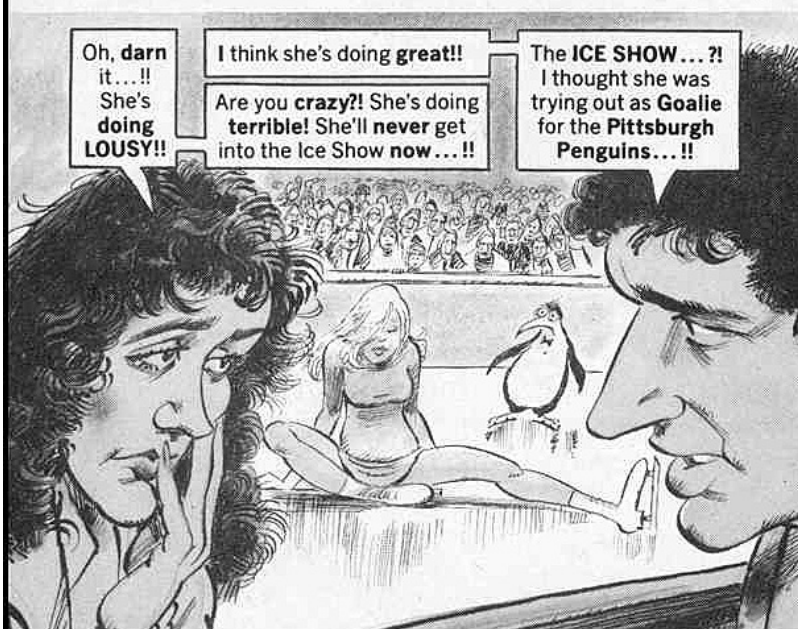
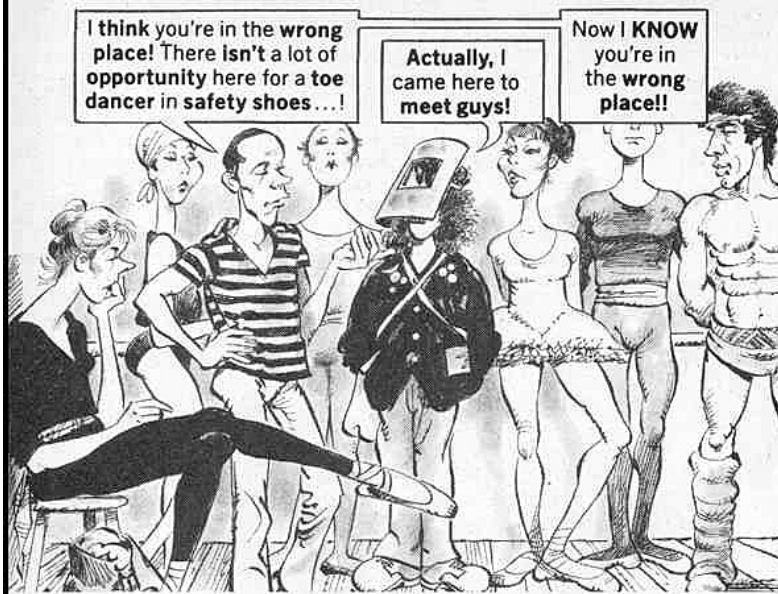
Toronto!

Do you notice that we never see her face while she's performing?!

Is that because she doesn't want anyone to know she's dancing here?

No... it's because she doesn't want anyone to know she **ISN'T** dancing here!!

SPLASH!



Tell me ...
how did an
ordinary blue
collar slob
like you ever
get so rich??

I'll answer that if you tell
me how an **eighteen-year-old**
like you can be a dancer, a
licensed welder and live all
alone in an **expensive loft!**

I'll forget
my question
if you for-
get yours!

It's a deal!

I ... I
can't
believe
that
Hanna
is
gone!!

Her only dream was
that you audition
for, and get into
Ballet School!

Then ... that will
be MY dream, too!

Who cares about
YOUR dream?!
You better hope
it's **Marine**
Jahan's dream!!

Who's she ... ?!

The girl
who
does
your
dancing
in this
picture!

She's just
Incredible!

She's just what we've
been looking for ...!

You mean, I can come
here as a student?!!?

WHO WE FOOLIN'?
IT AIN'T ME DANCIN'!
THEY CAN EDIT LIKE I'VE BEEN
DANCIN' ALL MY LIFE --

No ... as a **FLOOR-POLISHER!**

WITH QUICK CUTTIN' -- AN' LOTSA SPLICIN' --
SEE ME DANCIN' THOUGH I CAN'T DANCE
TO SAVE MY LIFE!

We both
loved this
film! I es-
pecially
loved the
stark
simplicity
of it ...!

Simplicity?!?
It was very
COMPLEX!
Its seeming
simplicity is
proof of its
complexity!!

What's so complex
about the **Idiocy**
of an untrained
dancer auditioning
for a Major Ballet
Company ... and
being accepted?!!?

It's an
allegory
about the
failure of
Western
Morality
as we
know it!!

You fat oaf! You
wouldn't know
what a picture
is about if you
sat in a grown-
up's lap and he
explained it all
to you ...!!

You're just
mad because
I refuse to
sit in **YOUR**
lap when we
see these
movies ...!

That's all
the time we
have! So ...
till we meet
again, we'll
see you at
the movies!!

And maybe you'll
see **US** there!
We're the ones
with the rain-
coats who keep
moving from seat
to seat during
the performance!

MAD'S ALL-INCLUSIVE DO-IT-NATIONAL ENQUIRER

D

E

Reveal Shocking Facts About

A, B or C

NATIONAL ENQUIRER

WARNING!

A

Can Cause

B

!!

C

'S

Personal
Tip On How
To Stop

A

Startling New
Discovery!!

A

May Prevent

B

Exclusive
Photos Of

C

'S

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Liz Taylor's Secret Affair With

C



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YOURSELF JIRER COVER

**HERE'S YOUR
CHANCE TO
BE AN EDITOR
AND MAKE
SENSATIONAL
HEADLINES ...
JUST LIKE THE
REAL THINGS!!**

A (ACTIVITY)

Laughing
Nose-Picking
Boozing It Up
Group Sex
Shopping
Whistling
TV Watching
Snoring
Gum Chewing
Jogging
Belching
Humming
Reading
Gambling
Squinting
Giggling
Smoking
Gossiping
Hog-Calling
Spitting

B (AFFLICTION)

Cancer
Premature Aging
Alcoholism
Acne
Senility
Hives
Herpes
Hoof & Mouth Disease
Asthma
Diarrhea
Unwanted Facial Hair
Flat Feet
Obesity
Chafing
Bad Breath
Small pox
Pregnancy
Hypertension
Amnesia
Terminal Hiccups

C (CELEBRITY)

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Muhammad Ali
Loni Anderson
Ed Asner
Victoria Principal
Burt Reynolds
Benji
Nancy Reagan
Yasser Arafat
Princess Di
Eleanor Roosevelt
Barbara Walters
Too Tall Jones
U.S. Senator
Charles Manson
Zsa Zsa Gabor
The Kennedys
Margaret Thatcher
Roger Staubach
Bela Lugosi

D (GROUP)

Aliens
Vegetarians
Tourists
Chiropractors
Winos
Sadists
Con Artists
Insurance Salesmen
Drug Addicts
Missionaries
Telephone Operators
Ventriloquists
Astronauts
Bureaucrats
Transsexuals
Professional Athletes
Prostitutes
Prisoners
Born-Again Christians
Politicians

E (PLACE)

In Scranton, Pa.
On Mars
On Mt. Everest
On Loch Ness
At Cape Canaveral
On Lake Erie
In Newark
On Guam
In Louisiana
In The Bermuda Triangle
In Yankee Stadium
On Iceland
In The Waldorf Lobby
In Cleveland
On Mt. Rushmore
On Easter Island
In The Pentagon
On The Jersey Turnpike
On The N.Y. Subways
In Pay Toilets

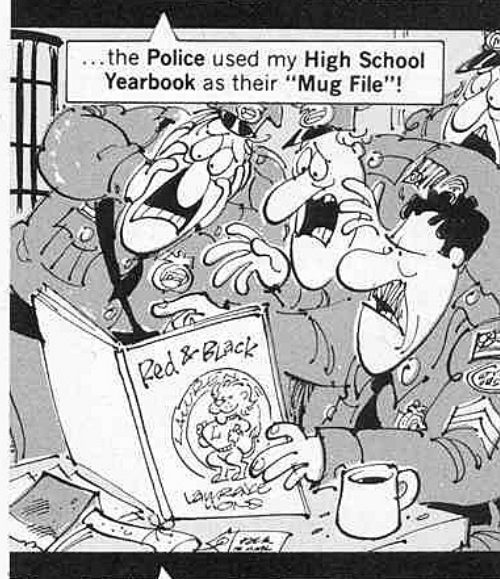
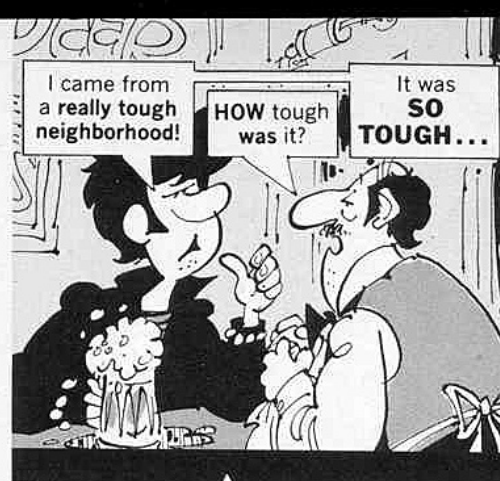
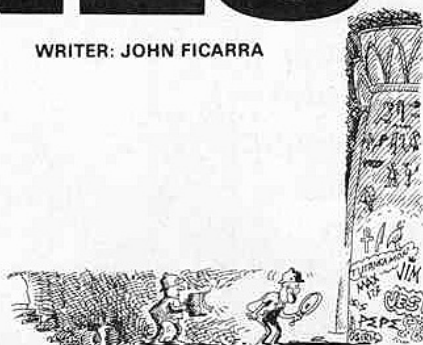
REPLY-IN-THE-FACE DEPT.

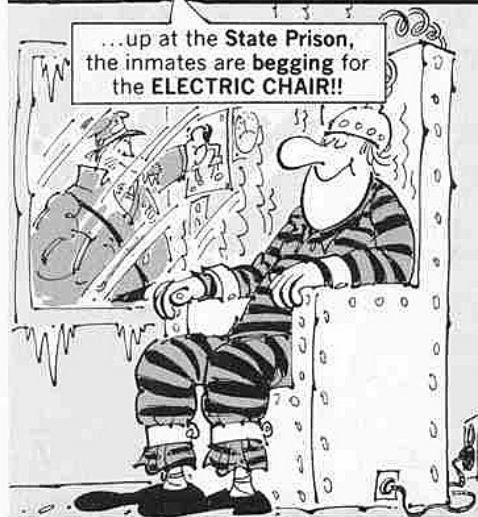
Everyone knows that Johnny Carson makes over \$5 million a year. One reason he does is because of his extraordinary ability to "ad lib"...to spew out hilariously funny one-liners right off the top of his head. Unfortunately, the average clod—meaning you—when trying to impress friends and influence people, is no Johnny Carson! In fact, most of you aren't even an Ed McMahon! But not to worry! Here comes MAD to your rescue! After this, the next time someone throws you even the slightest hint of a straight line, you'll be all loaded up and ready to let fly with a barrage of one liners guaranteed to earn you big yuks...because you will have read and memorized...

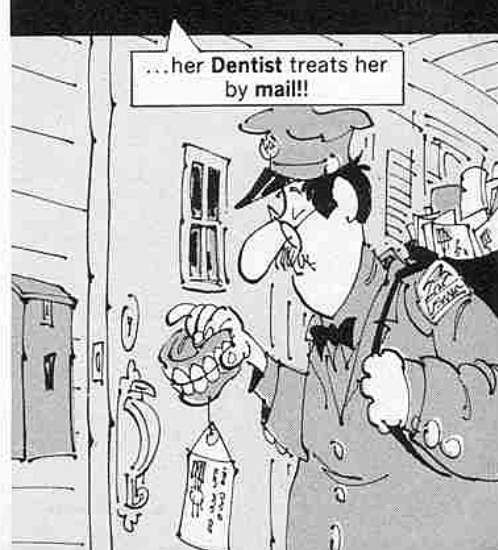
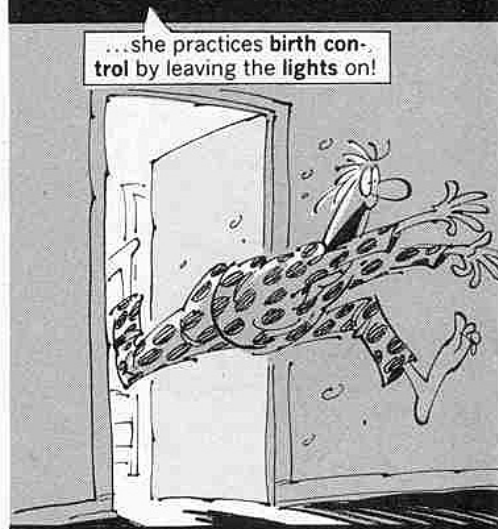
THE MAD GUIDE TO SURE- FIRE AD LIB LINES

ARTIST: PAUL COKER

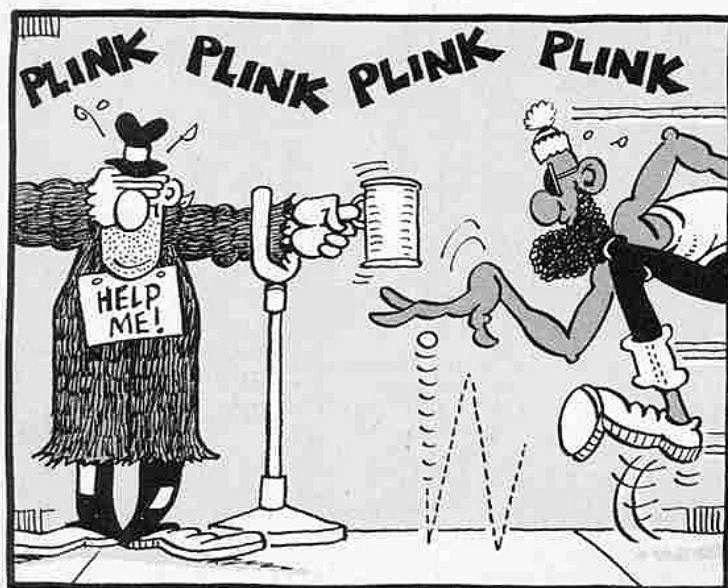
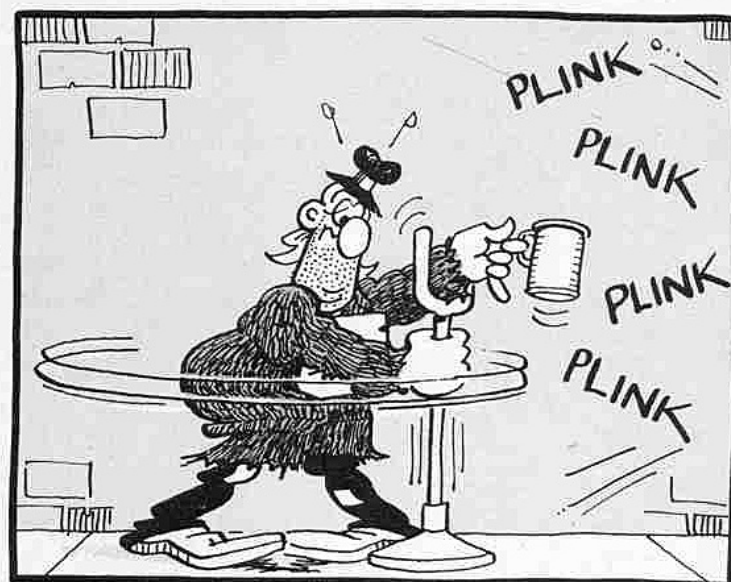
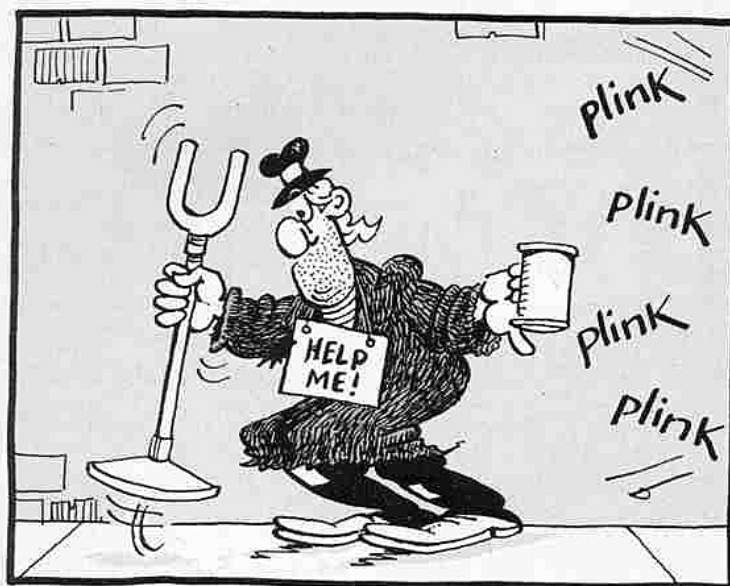
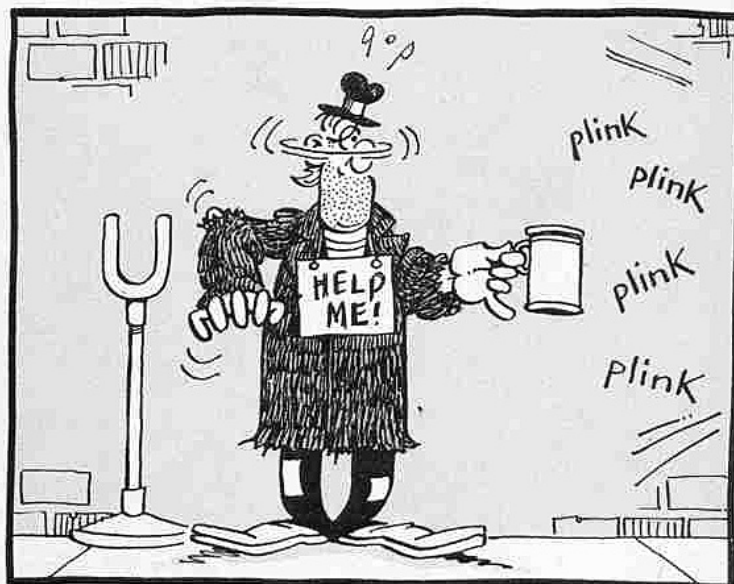
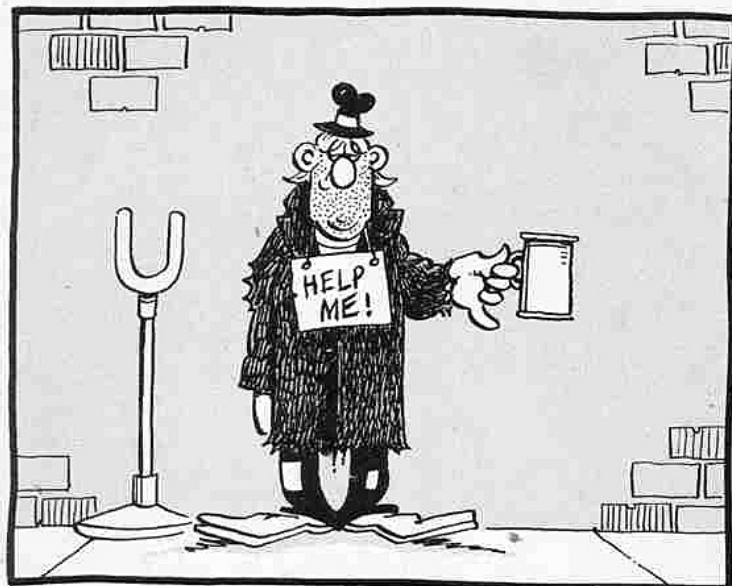
WRITER: JOHN FICARRA







ONE MORNING ON A CORNER DOWNTOWN



AUTO REPAIRS

I've got your car working fine, now!

Great! What was wrong with it?

Well ... it's very technical, and a little too complicated for a person to understand!

Go ahead and try me! I'm fairly knowledgeable about the subject ... !!

Yeah ... but I'M NOT!!



BERG'S-EYE VIEW DEPT.

THE LIGHTS

DIVORCE

Does Herbert J. Krudsky live here ... ?

No, this is his EX-house!

That's his EX-car!

And I'm his EX-wife!

Where can I find your EX-husband?

Living with my EX-best friend!



EXCUSES



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

TESTS



DIETING



STAYING AWAKE



PLAYMATES



COLLEGE



COLD WEATHER



Yes? What can I do for you?

Mr. Superintendent, my apartment is FREEZING...!!

Ahh, come off it! It's not THAT cold!!

Oh, no?! So how come every time I open the door...

...the LIGHT goes on!?!?



COOKING

Well, can Arnie's FOOTBALL come out and play football??



I see you're thawing something for supper again! Things certainly were different when I was a young bride!

They sure were!

YOU used to open CANS!!



TIME

When would you like your dinner?

Just as soon as this football game is over!

And when will that be...?

There are only TWO MINUTES left to play!

Oh! In that case, I'll put everything on the table...!

No! Not yet!

In football, two minutes takes a HALF AN HOUR!



MOTHERS

I never met your Mother! What's she like...?

She's a very "aware" woman!

She's concerned with all aspects of the business of living! She's knowledgeable about all the new technologies, the new philosophies and the new life styles ... and the psychological repercussions they are creating!

She's very articulate, and expounds often on a variety of subjects!

Yeah, I know!

My Mother's a buttinsky, TOO!



THE TELEPHONE

Hello? You want to talk to Roger? Just a moment....!

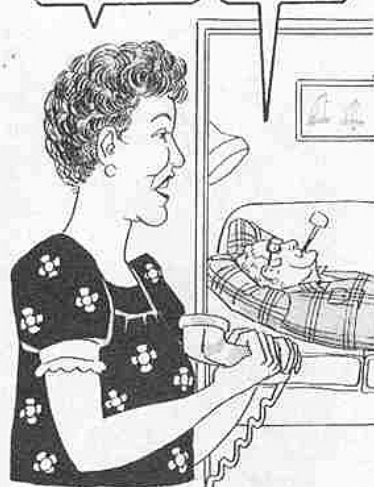
Hey, Roger... there's a phone call for you!

Bring the phone over here....!

The cord isn't long enough!

Then forget it!

Sorry ...! Roger, can't be reached!



PROGRESS

Grandma, is it true that you flew on one of the very first passenger airline flights?

I sure did....!

It was back in the thirties, and I flew a Ford Tri-Motor from New York to Chicago!

I'll bet flying was a LOT DIFFERENT back in those days!

Not very much!

They lost my luggage!!



David Berg

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the fourth in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

MAD'S APTITUDE TEST NUMBER FOUR WILL YOU MAKE A GOOD POLITICIAN?

1. Complete this sentence. Once elected, a politician pushes to create new jobs for his _____.
- Family
 - Cronies
 - Campaign contributors
 - All of the above.

2. When a candidate says he has an open mind about major issues, this usually means:
- He can be bought by anyone.
 - Those reports that he's "wishy-washy" are true.
 - He's waiting to see the public opinion polls before he commits himself.
 - Any of the above.

- Call him an anti-environmentalist.
- Say he's a tool of the big oil interests.
- Label him a right-wing reactionary.
- All of the above.

5. Your opponent changes his mind and now is *against* oil drilling on public land. How do you respond now?
- Declare that he's keeping the U.S. dependent on foreign oil.
 - Say he's against creating thousands of new jobs.
 - Label him a bleeding-heart liberal.
 - All of the above.

6. When a Senator attacks "dishonesty in government," it's an indication that:
- The other party is in and his is out.
 - His previous attack on "Creeping Socialism" didn't work.
 - It's a smoke screen to cover up what's being said about *him*.
 - Any of the above.

7. As a Congressman, you take a fearless, independent stand on a crucial bill. What does this mean?
- You have a safe seat.
 - You're planning to retire, so what's the difference?
 - You meant to take the other side but, as usual, got confused.
 - Any of the above.

8. Like other politicians, this legislator prefers to speak on TV rather than make public appearances. Why?
- The cue cards help him recall key facts, such as the name of his party.
 - The make-up prevents viewers from seeing he's over the hill.
 - He can edit in applause, cheers and appropriate fanfare.
 - All of the above.



9. As a politician, you support housing projects for the poor. What is your motive?
- It packs them together in one place, preventing their spilling over into better neighborhoods—which goes over great with middle and high-income voters.
 - It shows you've got compassion, which goes over great with low-income voters.
 - It means big bucks to the building contractors who are contributing to your campaign.
 - All of the above.
10. Complete this sentence. When faced with a decision of conscience, a politician should do what's best for _____.
- His re-election.
 - The most influential lobbyists.
 - His pocketbook.
 - All of the above.



ARTIST: GEORGE WOODBRIDGE
WRITER: FRANK JACOBS

SCORING

If you answered "D" to all the questions, you have the ability to make a great politician.

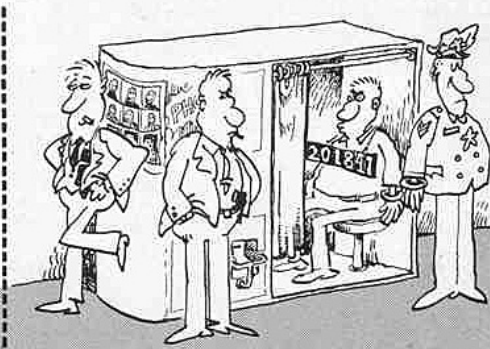
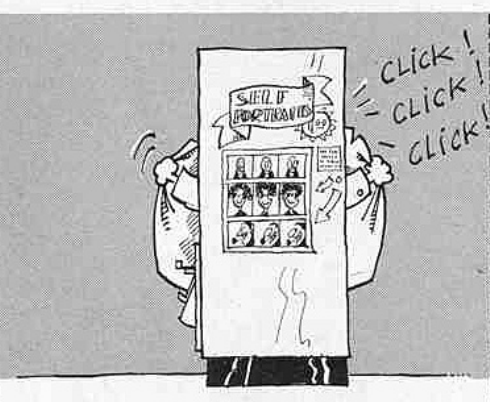
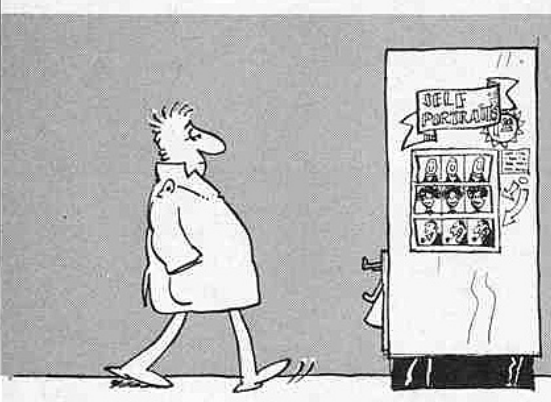
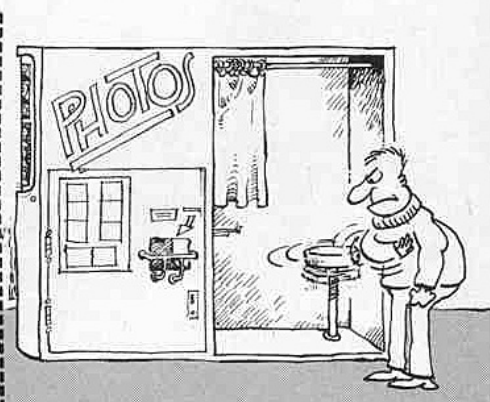
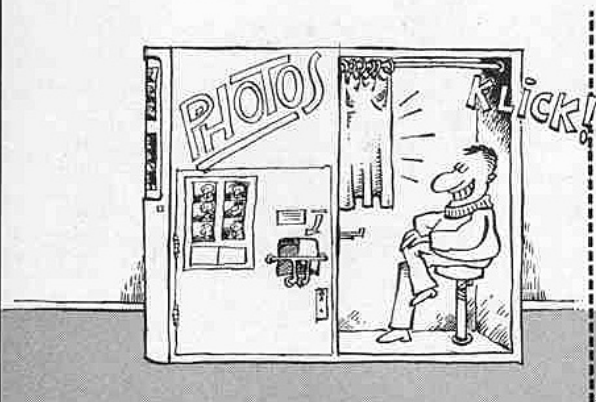
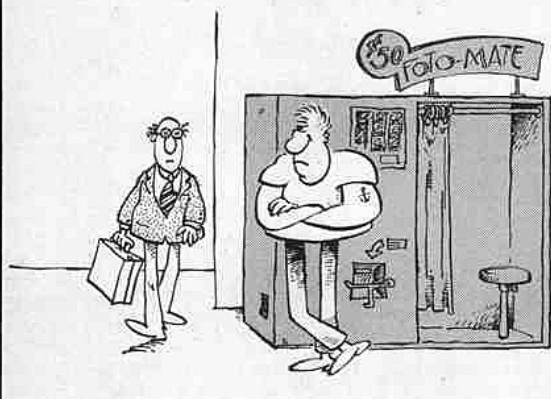
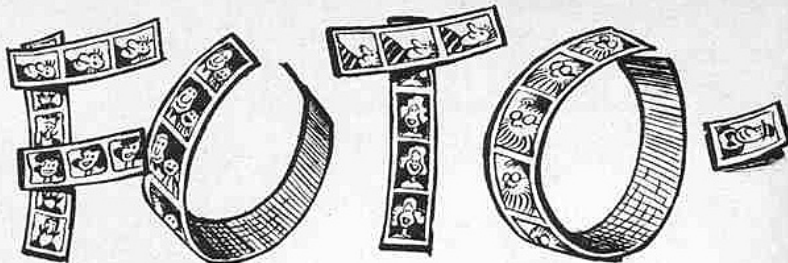
HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A FAST FOOD RESTAURANT?

ANSWERS

1. The teenagers are all chewing their food with their mouths closed.
2. The cheese for the cheeseburgers is made from natural ingredients, including milk.
3. The fish file sandwiches taste better than the styrofoam boxes they come in.
4. The iced drink has more drink in it than ice.
5. The young man is resisting the temptation to stomp on the packet of mustard that someone has dropped on the ground.
6. The boy with the magic marker is writing on the note pad, not on the table.
7. The teenage employees are earning more than the minimum wage.
8. The plastic lids actually fit the cups, and prevent spilling and scalding.
9. The employee leaving the washroom actually washed his hands after using it.
10. The person parked in the "Handicapped" section is really handicapped.
11. There are no swarms of bees or flies hovering around the garbage cans.
12. The "Quarter-Pounder" actually weighs a quarter of a pound after it is cooked.
13. Old, stale, cold, unsold food is being replaced with freshly-cooked new food.
14. The customer is being asked if he wants his burger rare, medium or well-done.
15. Someone has actually won the fast-food restaurant's "Sweepstakes."
16. There are no bird droppings splattered on the outdoor patio tables.
17. The teenager is not tampering with the salt shaker so the cap will fall off when the salt is poured.
18. The customer has not created a state of panic by requesting a glass of water.
19. The guy who handles the food has cleaned his nails before reporting for work.
20. The hamburgers look just as big in person as they do on the TV commercials.

SERGIO ARAGONES DEPT.

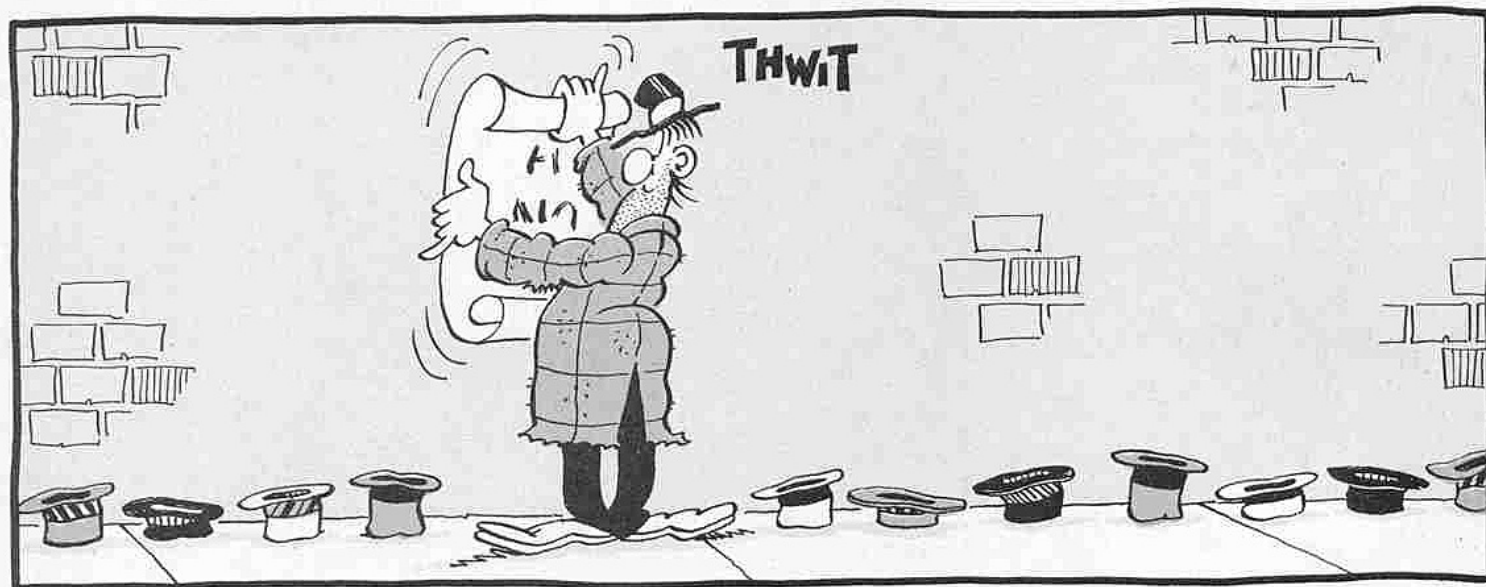
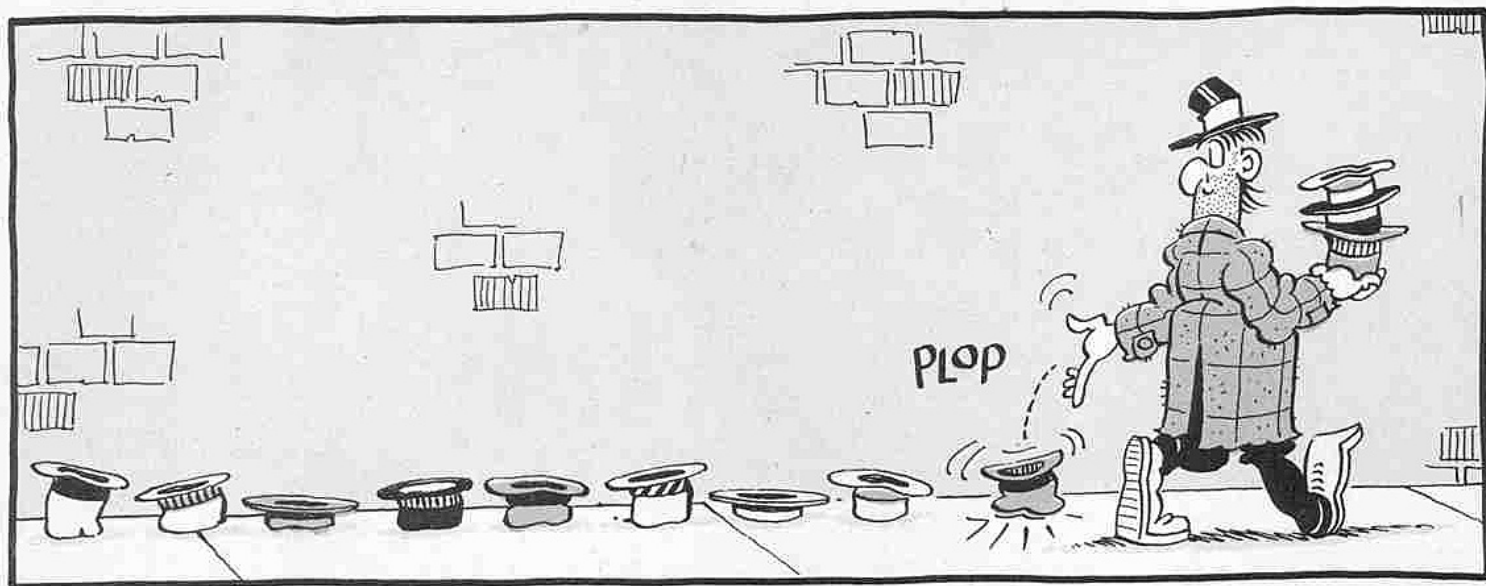
A MAD LOOK AT



BOOTHS



ONE AFTERNOON ON A CORNER DOWNTOWN



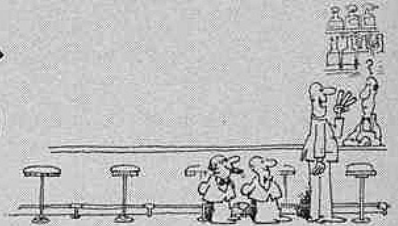
CURRICULUMPS DEPT.

We've all read about the violence, vandalism and ineffectual attempts to educate that plague our modern public schools. But there are other, more serious problems in our educational system . . . problems you'd never even be aware of if you didn't read about them in this dumb article entitled —

OTHER CRISES IN OUR PUBLIC SCHOOLS

ARTIST: BOB CLARKE

WRITER: DENNIS SNEE



OLD CHEWING GUM ACCUMULATION RENDERS SCHOOL DESKS OBSOLETE

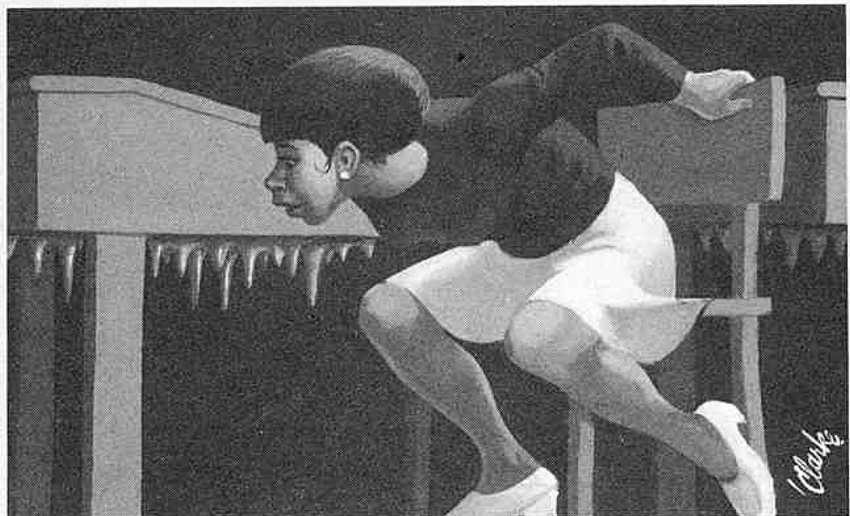
ST. LOUIS, Mo. (AP)—“The amount of old gum stuck under most school desks has finally made it impossible for the average student to sit at them!”

With this statement, school board president Stanley Sachs disclosed publicly what many have feared privately: that the build-up of gum wads under school district desks has made them unusable.

“They’re like stalactites under there,” said 16-year-old Denise Glut. “Last week, I ruined another pair of stockings squeezing under a desk. In fact, I almost tore a gash in my leg.”

Plans to remove the old gum are being formulated, but the hardness of some of the wads may require blasting, according to one school board source.

Furman Beemer, director of maintenance for the district, said that he is
(cont. on page 12)



Perplexed student Denise Glut wonders how she can get under her desk.

UNCHEWED PENCIL SHORTAGE ACUTE

DENVER, Colo. (UPI) — Finding a No. 2 pencil without teeth marks is now next to impossible, according to Lee Farbleberry, president of the Denver Board of Education, and the situation will get worse before it gets better.

Although predictions of an unchewed writing instrument shortage were first made several years ago, nothing was done to turn the tide and the situation is now out of control.

"It disgusts me that students can deface school property so casually and not even seem concerned about it," teacher Laureen Eichberger told reporters.

The sharp increase in pencil chewing has been attributed to greater tension among young people, especially among students who now face more intense com-

petition for top grades that can lead to college admissions.

"Yeah, I chew pencils," admitted sixth grader Amy Boswick. "But it's the American way, isn't it? I know my parents gnawed a few in their day, and if not for pencils I'd be chewing my nails, or getting an ulcer!"

The practice of sinking one's teeth into a fresh, new pencil is probably as old as the American educational system, but it is the sudden upturn in the

(cont. on page 15)



Thing Of The Past?
An Unchewed #2 ...

Two Injured in Junior High Locker Avalanche

TRENTON, N.J. (OOPS) — Finster Junior High School students Al Elam and Byron Brooks sustained minor injuries today when they opened the locker they share and a cascade of text books, yo-yos, note pads, frisbees, skateboards, a radio, a lunch box, gym bags, tennis shoes, pens, pencils and 9 half-eaten sandwiches rained down on them.

"Students have been warned that the overloading of lockers can create potential avalanche dangers," said Mr. Rupert Goop, principal of the school, "but they don't always listen. What we really fear is that they may start keeping bowling balls in their lockers! Then, you'll really see some injuries!"

The accident involving Elam and Brooks was the tenth in a series of similar incidents that

(cont. on page 45)

Riots By Angry Parents Continue

BALTIMORE, Md. (PU) — Most high school coaches worry primarily about upcoming opponents but, according to Lincoln High football coach Ed Tinsley, "I wouldn't care if we were playing the Dallas Cowboys next week, just as long as we don't have to face the kind of rabid parents who stormed our bench after the game tonight!" Riots by dissatisfied angry parents have become so common-place at the games of the last-place Lincoln High Spartans that prohibiting parents from attending the games has been considered. But Coach Tinsley has doubts that it would solve the problem.

"Last basketball season, we got a court order to keep two of the more antagonistic parents away from the games, and the following week, the grandparents showed up instead. And they were more vicious than the parents!"

With potential rewards increasing for student athletes who demonstrate ability for their sport, parents are becoming increasingly irrational about seeing their children get a chance to perform.

"My son is a natural," said Mrs. Leo Stopford, while she heaved tomatoes at the coaching team of her son's team last Friday night. "He's 5' 2" — 78 pounds — and he could be the greatest defensive tackle in the league if that moron of a coach would only give him a chance!"

Second-guessing coaches has always been a popular activity with parents, but the current rash of riots clearly means a

(cont. on page 34)



Angry parents vent rage at "Roast" following losing game.

FORMER ERASER CLEANER CLAIMS CHALK DUST DAMAGES

ATLANTA, Ga. (UPI) — In the third such suit filed recently, high school senior Matthew Binkowitz claimed today in municipal court that his experience cleaning erasers in elementary and junior high school caused him to develop a chronic respiratory ailment.

"I used to pound the things every day till my hands got tired," Binkowitz said, "but it wasn't until a year ago that I realized breathing in all that chalk dust was bad for my health."

Binkowitz's attorney, Samuel J. Baskew, said the school board was clearly negligent in allowing the hazard to exist.

"There should be a warning printed on every eraser stating that a danger to students' health exists from chalk dust inhalation. Who knows how many may have already been exposed to this risk?"

Fellow students of Binko-

witz had markedly different reactions, however.

"That Binkowitz has been a brown-noser since first grade — always cleaning erasers and watering the teachers' plants. He and all the other teachers' pets deserve whatever they get!" said one student who asked to remain nameless.

Another student offered a similar comment, saying, "You notice it's only them goody-two-shoes who're complaining. Those kids get all the benefits of playing up to their teachers — let 'em take the consequences!"

Litigation stemming from the suit is likely to drag on for some time, according to a

(cont. on page 21)



Plaintiff Binkowitz and Attorney Baskew face reporters.

INK POISONING EPIDEMIC SPREADS AMONG CRIBBERS

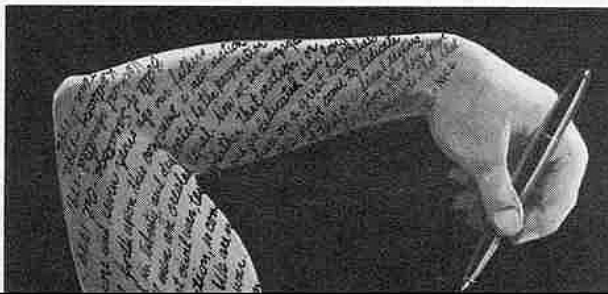
DULUTH, Minn. (PST) — "One student had the entire Gettysburg Address written on his forearm," said Mrs. Lynn Selden, Duluth Junior High School history teacher. "He passed the final exam, but he made the mistake of using indelible ink! He had to wear long-sleeved shirts the entire month of May!"

This case, according to Mrs. Selden, is only one of hundreds being discovered each week as more and more students attempt to use their unexposed skin as crib sheets. As a result, ink poisoning within the district is increasing by leaps and bounds.

"And ink poisoning is not the most serious possible side effect of this practice," says Superintendent of Schools, Myron Grover. "What worries me is that these students aren't learning anything... except how to print very compactly!"

"One student had a racket going," continued Grover. "He could write test answers so neatly on his arms that he began Xeroxing his limbs and selling copies to other students. He made a small fortune off the football team!"

Although the chances of developing ink poisoning by writing on the skin are remote, many new cases have been



PAPER SUPPLIES DECIMATED BY WILD SPITBALL WARFARE

SPOKANE, Wash. (PTOO) — The spitball wars are here and Spokane's public schools are suffering heavy losses.

No, there have not been any injuries reported... as yet... but the district's supply of notebooks, scratch pads and scrap paper has been decimated by students using the paper as ammo.

The magnitude of the situation was verified last week by parent Richard Warshauer, who visited a classroom to observe.

"I wanted to see for myself if it had really gotten out of hand, so I sat in on a class," said Mr. Warshauer. "Everything was normal until the teacher was called to the principal's office. Then, all hell broke loose. It looked like a Kansas hailstorm!"

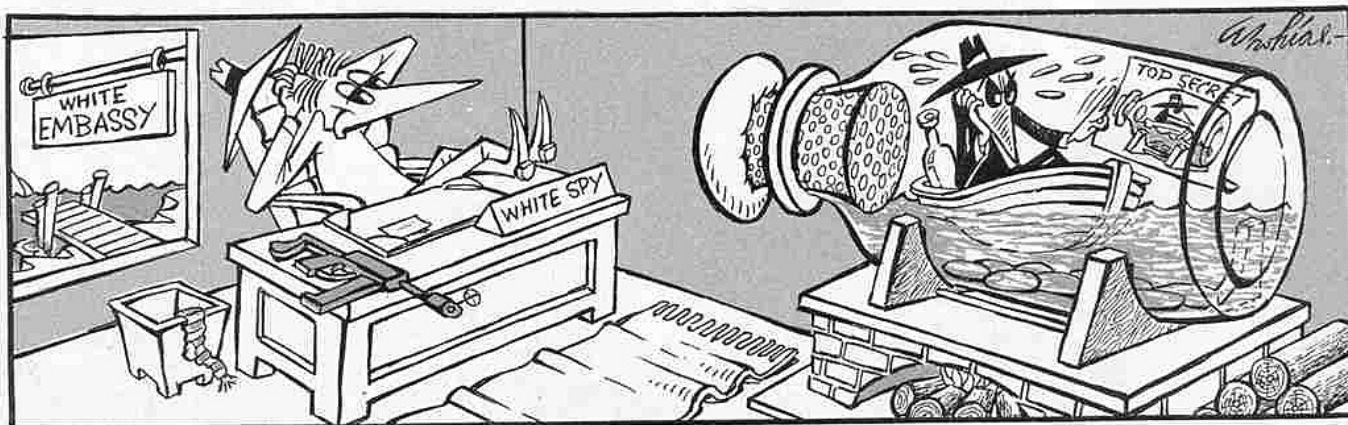
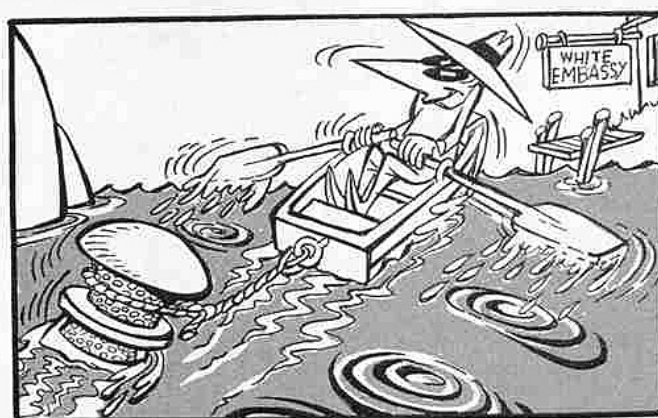
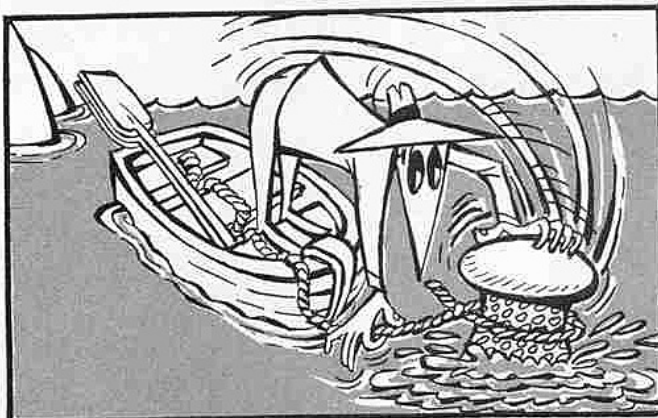
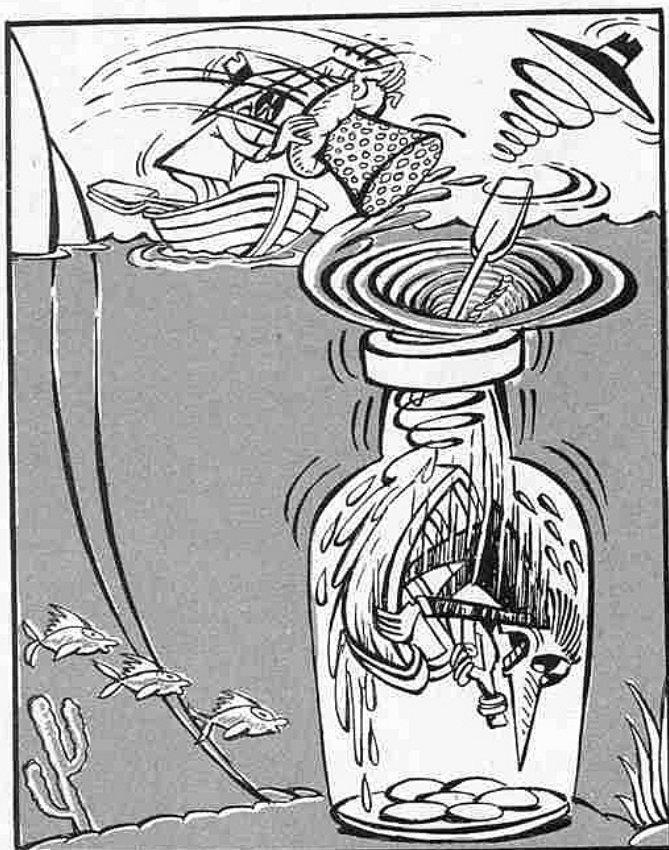
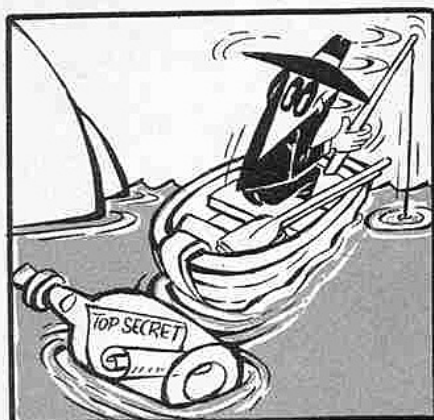
Ninth grade science teacher, Marvin Fletcher had a different reaction.

"We could teach a course in 'Principles of Flight' using spitballs as an educational aid," he stated.

School board mediators are attempting to negotiate a cease-fire among the warring factions and toward this end a meeting has been scheduled. But little hope was held



SKY VS SPY



NAH-NUKE, NAH-NUKE! DEPT.

Nanoo, Nanoo! Hi, I'm **Rubin Willyums!** No, this isn't a re-run of "**Muck and Windy**"! The scripts on **that** show made a lot more **sense** than the stuff you're about to hear in **this** interview...which the Editors of **MAD** felt needed somebody **REALLY** spaced out to conduct! And since I'M from outer space—or **was** until I was **cancelled**—I got the job! Job being—to interview one of the people responsible for **evacuating** us in case of **NUCLEAR ATTACK!** Meet **Mr. Mirv Dumesdey**, who's been chosen as **MAD's**

C · R · E · E · P · * OF THE YEAR

(*Crisis Relocation Emergency Evacuation Planner)

Hi, Mr. Dumesdey! I'm Rubin Willyums ...from **MAD!**

MAD?! Oh, you mean "Mutually Assured Destruction"!

No, **MAD Magazine!** "Moronic Asinine Drivel"!

Sounds like your typical Government Agency! Anyway, that **MAD** policy is **no longer valid!** Thanks to our **Crisis Relocation Plan**, the civilian population **won't** be totally destroyed! We'll only lose about **60 or 70 million!**

60 million?!? If I had that many viewers, I'd still be on the tube!!

Yes, but look at the **BRIGHT** side!! With all those casualties, the **Unemployment Problem** will be solved!



ARTIST: HARRY NORTH

WRITER: LOU SILVERSTONE

Do you really think we can actually survive a Nuclear War?

"Nuclear War" is **not** to be mentioned around here! We invested a ton of money to make it **OBSOLETE!**

You mean you spent money to find a **more acceptable** way to settle our differences?

No, we spent it on **P.R.**—trying to come up with a **less frightening** phrase for it! We've come up with **NUCLEAR EXCHANGE!**

Has a nice sound to it, huh!? Like we'll be trading **GIFTS** at Christmas time!

I dig where you're coming from! It's like when **Ron, The Gipper**, called the **MX Missile "The Peace Keeper,"** right?

Right! See that missile silo? It contains a **Multi-headed Missile**, capable of wiping out an **entire city!** From here on, we'll refer to a silo like that as a "**Little House On The Prairie**"! That way, folks won't object too much when we stick 'em in their backyards!



Are there special plans for protecting important people like the President, The Vice-President, Tom Selleck and Miss Piggy...?

Surely, you jest! If you're essential... like me... you're in **Category A**, and will spend the war in a shelter like this—with **basic comforts!**

Basic comforts!?! The average person doesn't live this well in peacetime!

This isn't **FOR** the average slob! This is for **VIP's!**

Are the **wives and families** of these **VIP's** considered to be **essential?**

If **YOU** had a Secretary like Miss Cleavage, would **YOU** consider your wife to be **essential?**

How about **comedians...?**

They're classified "F"—along with other useless professions like artists, writers, editors, publishers and college students!



You're **WRONG!!** You're gonna need **LAUGHS** in those shelters!

Like, how can you tell a **California Widow?**

She's the one in the **BLACK tennis outfit!** Har...har...

Or...hear about the guy who put **lemon juice** in his **Jacuzzi**, and **PUCKERED** himself to death? Har...har...

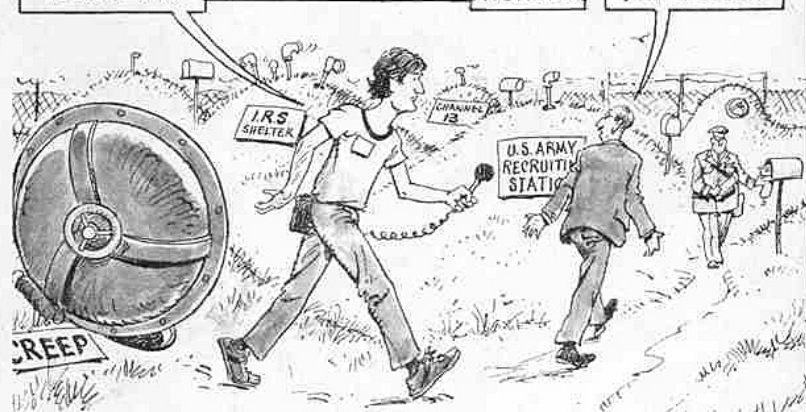
That's okay! If we want a few chuckles, we'll always have our **OWN** clowns... **James Watt** and **Ed Meese!**

What will life be like after a **Nuclear Attack?** Will there be air to breathe? **Water** to drink? **"Monday Night Football"**...?

We intend to **keep things normal!** All teenagers will have to **register** for the **Draft**... and the **IRS** will be doing **business as usual!**

Shazbat!! We have to pay **TAXES** after we're **NUKED?!**

Of course!! I mean, how are we **Government Workers** gonna get **PAID** if you dummies don't pay your **TAXES?!**



Suppose, miracle of miracles...

No, suppose I have a **tax refund!** How will I **get it...**?

Same as always... through the **mail!** We intend to have **mail deliveries** to all survivors!

Yeah, and one hell of a **Dead Letter Office**, too!!

Forget it, turkey! It's bad enough delivering this junk through rain and snow and gloom of night! Ain't no way I'm gonna wander around in that radioactive crud, lookin' for houses an' people that were blown away! Here's your mail!

Hey, this mail is a **month old!**

Yeah... and that's **WITHOUT** any jivin' **NUKES!!**

Have you got a **shovel...?**

I—I had one, but I think I **lost it at the beach!** I—I still have my **pail**, though!

Better get a **NEW SHOVEL!** It may save your **LIFE** someday...!





You'll need a screw driver, too!

Of course I will! I can SEE that there are plenty of screws loose around here...!



It's to take the DOOR off its hinges!!

Hey, I know the President wants to cut down on Government workers goofing off...but this is ridiculous!!



Who IS that guy...an un-hinged Hardware Salesman?

No... he's a Deputy Under-Secretary of Defense!!

You mean he's on OUR side...?!? **HALP!**

He claims that if you dig a hole, put a door over the top and cover it with three feet of dirt, you'll be safe from a nuclear blast!

The best of luck to you, Mr. Under-Secretary! And to your SHOVEL, too...!

Come on, you dirty Commie rats! Drop your lousy bombs!! I'm ready!!



Uh—if there IS a Nuclear Attack... WHO's gonna be around to shovel that dirt on the door for him?

He hasn't worked out that little detail yet! Come on...I'm briefing a group of concerned citizens on our evacuation plans for their city!



In the event of a Nuclear Attack, you and your families will get into your cars and drive to South Succotash, which has been designated as your host area! Think of it as a vacation in the country!

Some vacation! That hick town doesn't have a decent hotel or a tennis court!

And be sure to bring your credit card with you!! In other words...don't leave home without it!

Holy Shazbat! Is the next war going to be sponsored by American Express!?



Bring along extra food and clothing! There are a few no-no's...like NO ANIMALS...

Does that mean I can leave my HUSBAND home...and take my cat?

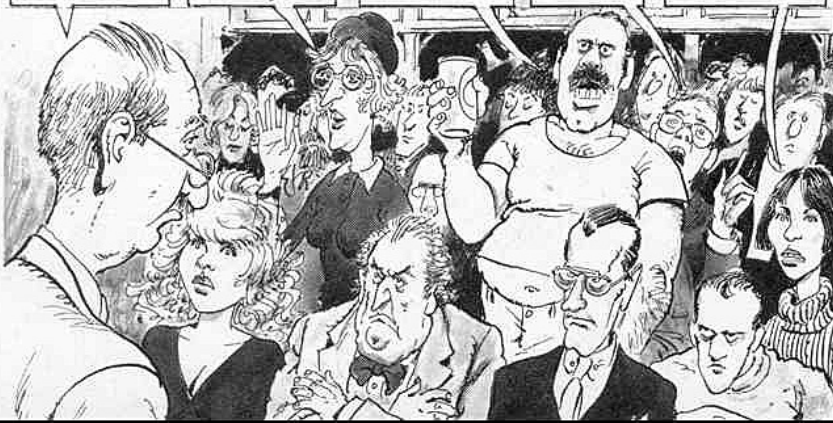
No alcoholic beverages...

If I can't bring along a six-pack, I'm not going!

...and no firearms!!

You can't do that! It's unconstitutional!!

I'll bet Nancy takes her teensy-weensy little gun!!



Just stay cool! Remember... the success of the evacuation depends upon your remaining calm!

We want our guns...!!

We want our booze!!

We want pets!!

Arf!! Arf!!

Well... so much for remaining cool and calm!



I have **another** little surprise for them! When they reach the host area... their **CARS** will be **IMPOUNDED!**

Shazbat!! No wonder you don't want them totin' any guns!!

Now we're going to make a **"Trial Evacuation Run"** to **South Succotash!** Our plan calls for it to take five hours! You'll find people in small towns a lot more friendly and cooperative!

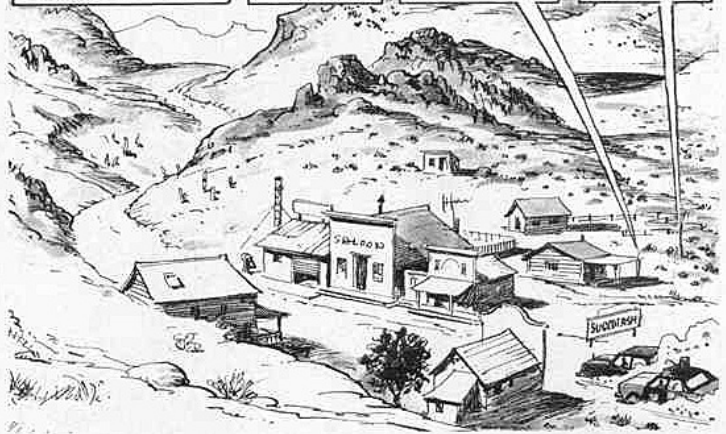


Well, we made it! And it only took **TEN** hours! Lucky for us it wasn't the **RUSH HOUR**... like a **REAL-LIFE EVACUATION!!**

You ought to put up interesting signs for people to read along the way...

Like, **"Don't Look Back! The Blinding Flash May Prove Harmful To Your Health!"**

Or, **"Only One More Mile To Fresh Air!"**
Okay, pull over...!!



Okay, let's see your license!

I'm from the **Federal Government**, Officer! We're conducting a **"Crisis Relocation Test"** in case of a **Nuclear Attack!**

Sheriff, better get on **over** here! We got us a live one! Some idiot thinks that we're gonna be **NUKED!**

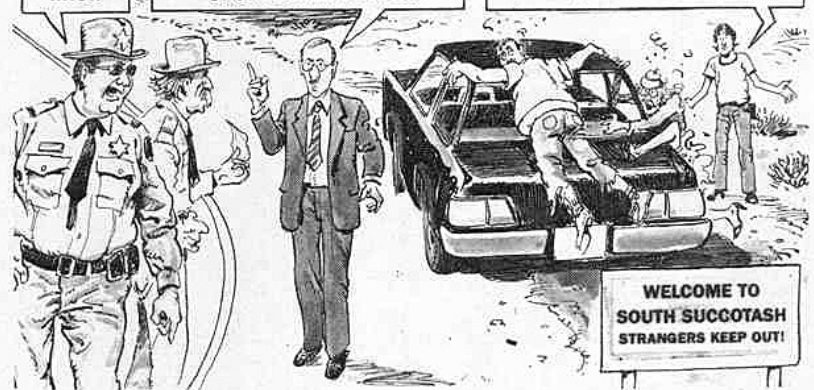


Okay, Buddy! Let's see you walk this straight line!!

I'm perfectly sober! I'm from the **Government**, and **South Succotash** has been selected as a host area! **Fifteen thousand** people from the city will be relocated here in case of a **Nuclear Attack!**

By God, if any of 'em show up around here, they'll get tickets for trespassin'... all fifteen thousand of 'em... I guarantee it! And here's **YOURS...!!**

Well, folks... so much for friendly and cooperative!!



Your local officials will be notified! We've worked out all the details for relocation!

Here's one detail you forgot! Our **sewage system** can't even handle the **two thousand** people we've got here now! So what in blazes are **fifteen thousand** refugees gonna do when they have to go to the **John**, eh??

I've got it! They can all borrow **SHOVELS** from the **Under-Secretary of Defense!**



I really hate to mention this, but what are the survivors supposed to do about getting medical treatment?

Shelters will have ample supplies of medicines and medical personnel!

That's okay for the **VIP's**... but what about the **REST** of us?? What are **WE** supposed to do... play **"DOCTOR"!!?**





Well, our plan can't save **EVERY-ONE!** But this Administration is **deeply concerned** about saving as many lives as possible! Isn't that right, General Firstryke?

You **better believe it!** There's nothing more precious than a **human life!** We're all God's creatures after all!

Then why not build shelters for **EVERY-BODY!?!?**

You're talking about **seventy billion dollars, boy!** Do you know how many missiles we could buy with that money?!? Enough to level **Leningrad, Minsk and half of Moscow!!**

No wonder that so many **Bishops and Rabbis and other religious leaders** want an **immediate NUCLEAR FREEZE!**



Those guys should stick to **Church stuff...** like **School Prayer, Bingo Games and Las Vegas Nights...** and leave the **serious problems** to us **Think Tank and Pentagon experts!**

Folks, that **message** was brought to you by the people who gave us **DENSE PACK!!**

Listen... if The Good Lord hadn't **INTENDED** us to have **Nukes**, He wouldn't have given them to us!

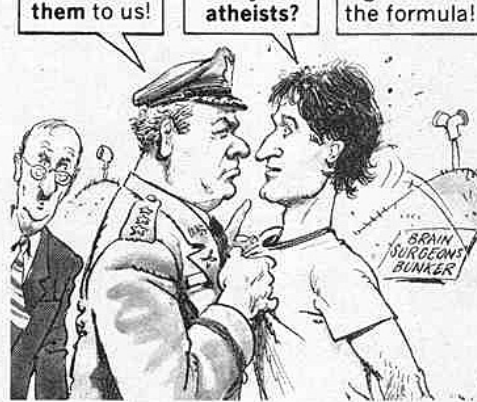
Gee! How come He gave 'em to the **Russians**, too, when they're **atheists?**

HE didn't have nothin' to do with it! It was that **rotten LIMEY** traitor who gave 'em the formula!

One last question! When will your **Re-location Plan** be ready??

Our **target date** is **1990!**
Shazbat!! I think I'll get myself a **SHOVEL!!**

And then, if we get some decent **weather**, it'll only take us a **week** to put the **Evacuation Plan** into action!!



You mean, the Government is spending **billions** on a plan that depends upon the **Russians** giving us a **WEEK's NOTICE...**???

I can see it now... the **RED PHONE** in the **White House...** **RINGGG!!**

Hello? Is **White House?** Is **Premier Andropov** here! I want talking to **President!**

Is sleeping...? No... when he is **waking up**, tell him we are going to **Nuke** you **rotten Imperialists** next week on **14th!**

Ya... on **14th!** You having my word! You also having a nice day!

Nanoo, nanoo! This is **Rubin Willyums...** signing off and returning you to **MAD!!** Th-th-th-that's all, f-f-f-folks!!



CONFUSED BY ALL THOSE "WAR SCARES" FROM THE MIDDLE EAST, INDO-CHINA, CENTRAL AMER

MAD'S "EARLY V (OR... YOU'LL KNOW S

ARTIST: GEORGE WOODBRIDGE

Every other commercial on TV is an "Armed Forces Recruitment" pitch.



The "This is a test!" thing is played so often, it's listed on the top-10 charts.



They suddenly make John Wayne's birthday a National Holiday.



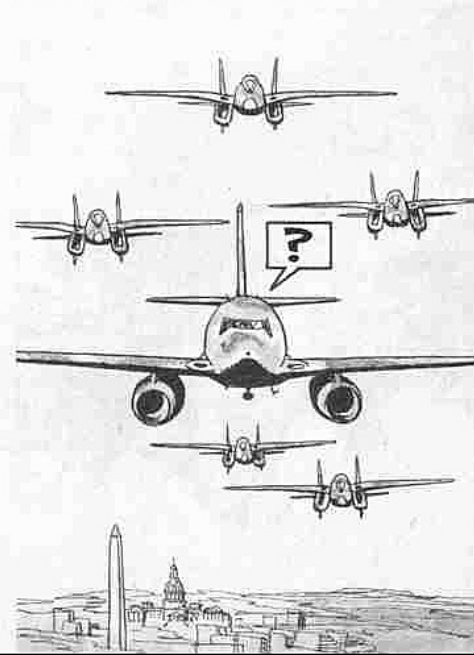
Your N.Y. to Washington, D.C. shuttle flight is painted in camouflage colors.



Lee Iacocca does a Chrysler commercial... and you notice tanks coming off the assembly line.



...and as you approach Washington, D.C., you pick up a fighter escort.

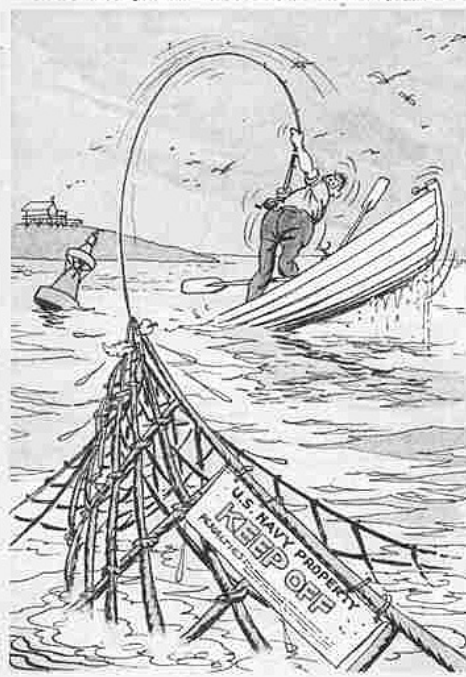


ICA AND WHEREVER? WANT TO KNOW WHEN THE "REAL THING" IS ABOUT TO HAPPEN? STUDY...

“WARNING” SIGNS (SUMPTIN’S UP WHEN...)

WRITER: DON EDWING

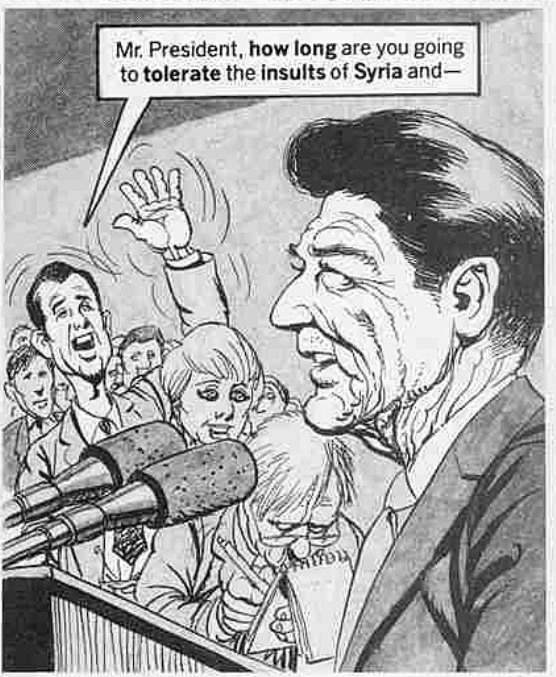
You keep snagging anti-submarine nets in your favorite fishing spot.



Tip O'Neill calls the President...



The President consistently calls on those hard-nosed reporters at Press Conferences.



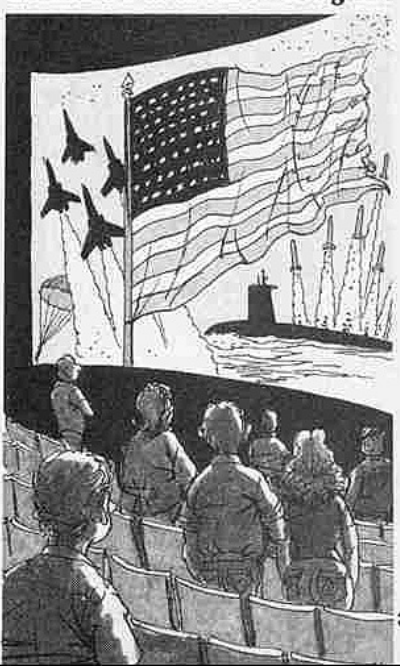
You begin to notice an awful lot of Army trucks on the highways when you take your Sunday drives.



Henry Kissinger keeps saying ...



They start playing the National Anthem at the movies again.



HERE'S LOOKING ACHOO DEPT.

A MAD LOOK AT C

THE DROP-DRIPPER

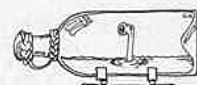


THE COUGH-BOUNCER



THE VICKS VAPO-RUBBER

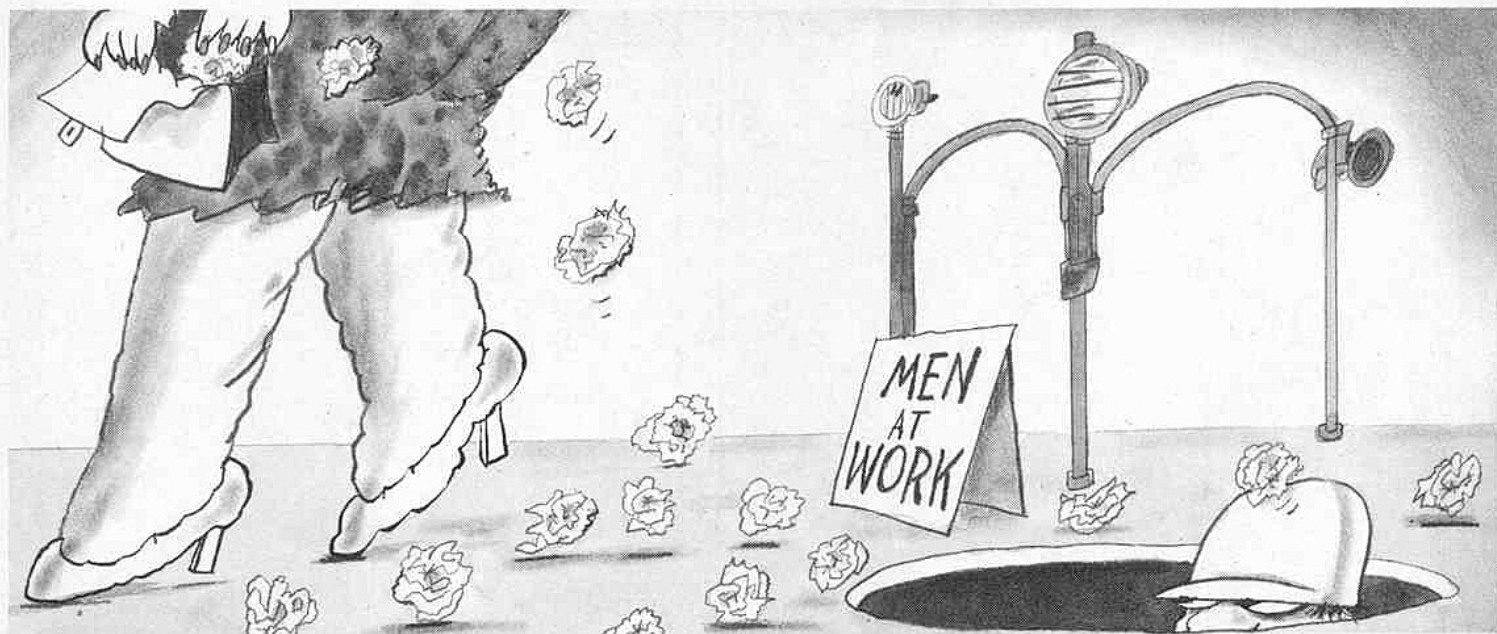




OLD SUFFERERS

WRITER AND ARTIST: PAUL PETER PORGES

THE TISSUE-DROPPER



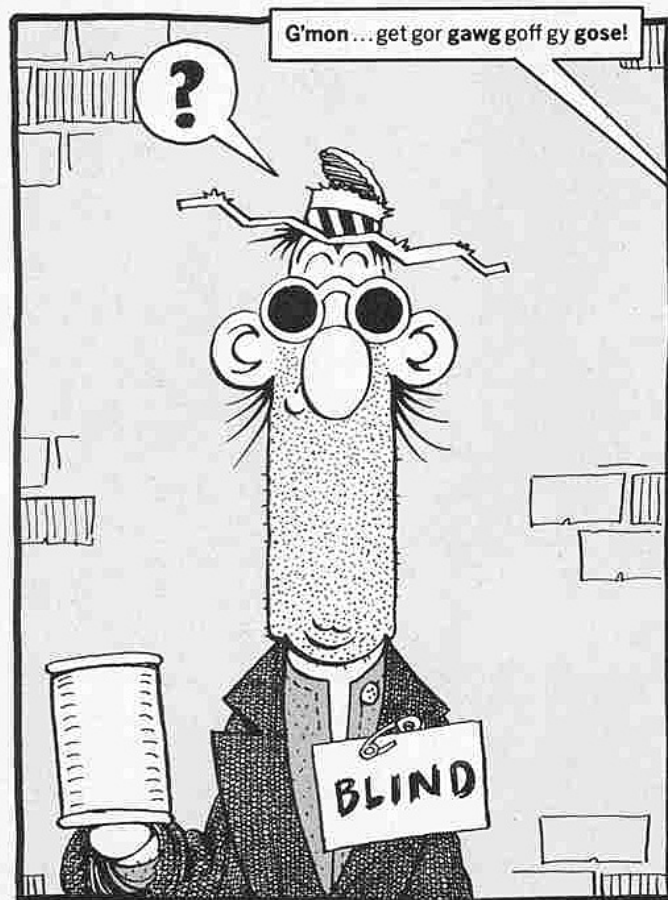
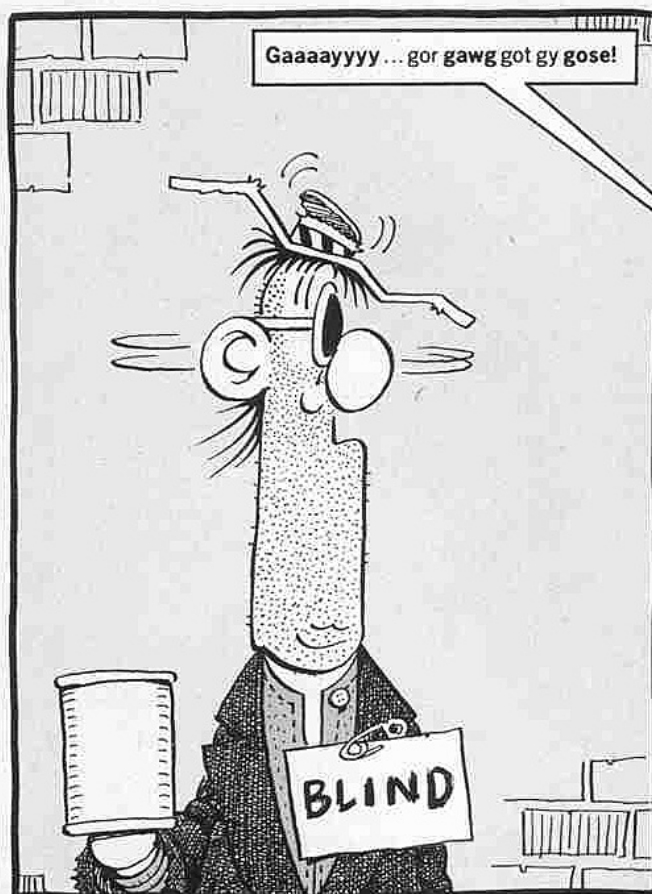
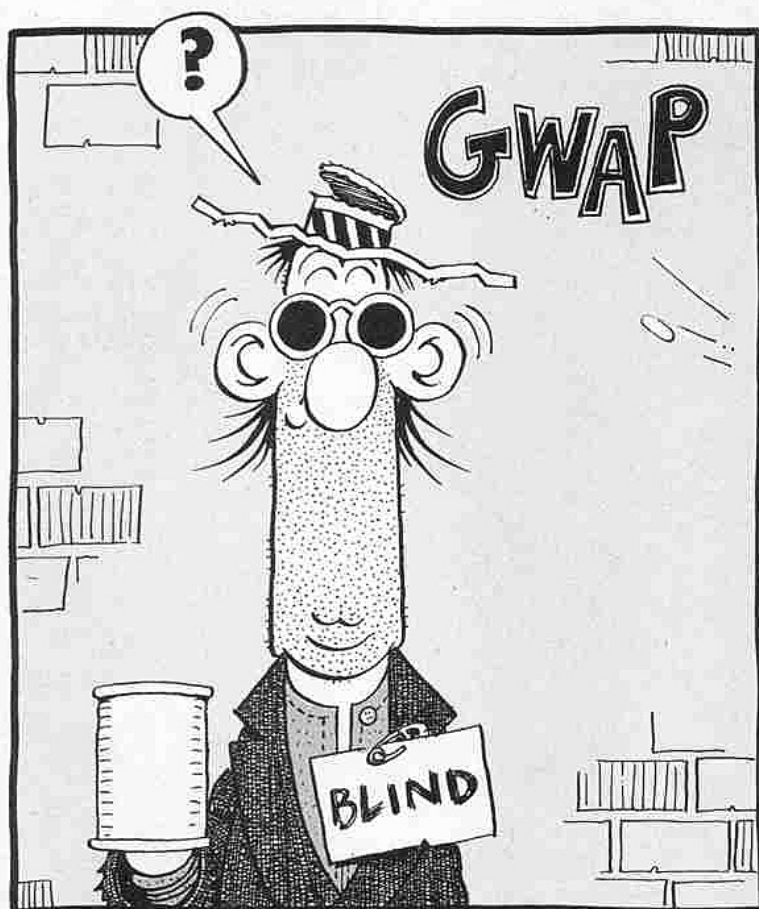
THE DEEP THROAT-GURGLER



THE PILL-POPPER



ONE EVENING ON A CORNER DOWNTOWN



MAGNUM CUM LOUSY DEPT.

There's a new Private Eye on television, and it takes him only 60 minutes to solve a crime each week. Which is about 57 minutes longer than anyone else watching the show! That's one of the reasons we affectionately call our version of the program:

MATT HOUSTINK

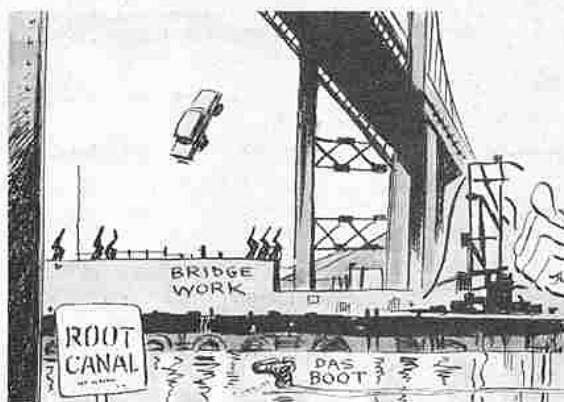
ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

Gol' darn it, this is a **pretty exciting opening**, ain't it?!

Makes you think that you're gonna see a **ton of action** on tonight's show, don't it?!

Well, **don't be fooled**, Pardner! This forty-five second opening is actually **ALL of the action scenes** from **ALL of the shows** from last season!



I'm Matt Hustink! I like fast cars, and I like fast women! Usually, I try to get a fast woman into one of my fast cars! That way, I can get my pleasure over **REAL FAST!** Then, I can concentrate on my business!!

Hi! They call me C.B.! It stands for **Cute Broad!** I'm Matt Hustink's assistant! He's a **great Boss**... as long as I observe **two rules!** First, I must never get **jealous** when he entertains **other women!** And second, I must never look **prettier** than him!

I'm Detective **Holt!** And riding back here, I'll give you **one guess** what **hoits the most!** I help Matt out from time to time! Like today... I'm helping him out by **over-looking two violations!** First, he's doing **95 mph** in a **55 mph zone**...! And second, he's driving under the influence of **J.R. Ewing's ridiculous Texas wardrobe!!**



Okay... I'll
buy Park Place
...AND I'll
buy Oriental
Avenue... and
I'll put three
hotels on each!

Hey, I come
here looking
for help, and
you ignore me
while you play
some **STUPID**
BOARD GAME!?

What game? Matt just
bought the **REAL** Park
Place, and the **REAL**
Oriental Avenue, and
he's putting three
REAL hotels on each!

Gee... I guess you
ARE as rich as
everybody says!!
This is a **30-story**
building... and
yours is the only
name on the bell!!

DECOR BY
BRONX
BOTANICAL
GARDEN

But let me tell
you **why** I'm here,
Mr. Houstink! I—
I think someone is
trying to kill me!

Well, loosen
your tie and
we'll talk
about it...!

This
isn't
a tie!
It's a
NOOSE!

Let me explain something...!
I'm not your typical **Private**
Investigator! Now, I'll start
with some obvious questions—

And then you'll get into more
sophisticated inquiries...?

No, he starts with
obvious questions—
and he ends up with
obvious questions!
There's absolutely
nothing in between!

Like I
said, I'm
not your
typical
Private
Investigator!

Now...
suppose
you
tell me
what
kind of
work
you do!

I write
books!
My name
is **Parker**
Pentel!

Parker
Pentel?!

Well, Matt...
actually
that's
just my
PEN
NAME!

My **REAL**
name is
Flair
Scripto!
But
you can
call me
"**Bic!**"

I write "**Fun**
Books!" for a
living! My
latest is
called "**Cops**
And Robbers;
One And The
Same!"

I also wrote "**Longshoremen And Our**
Docks; A World of Hoods," "**Those**
Dunks That Drive America's Trailer
Trucks," "**Doctors and Dentists... High-Priced Con Artists**" and more!!

I guess you get a lot of hate mail!

Maybe!

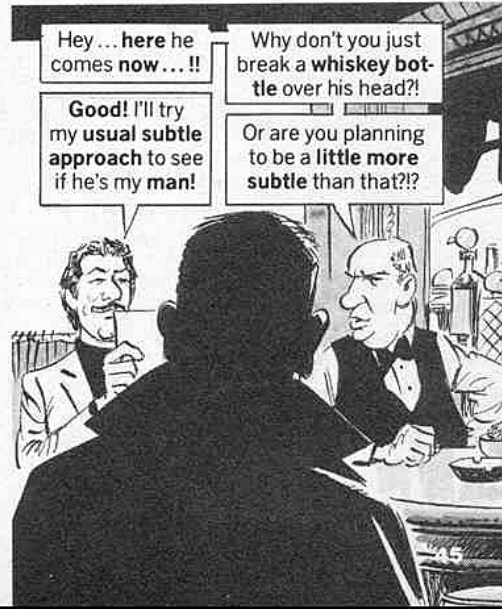
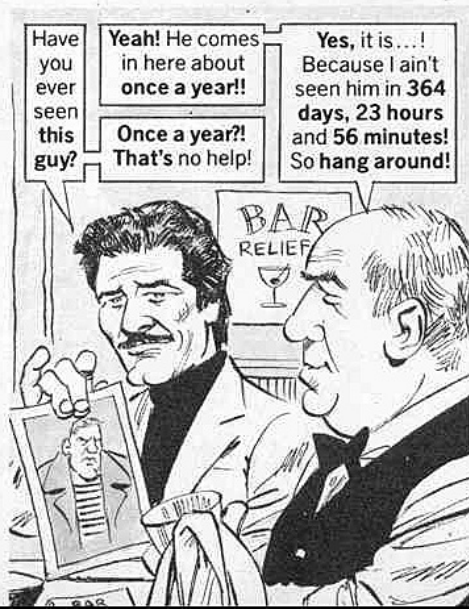
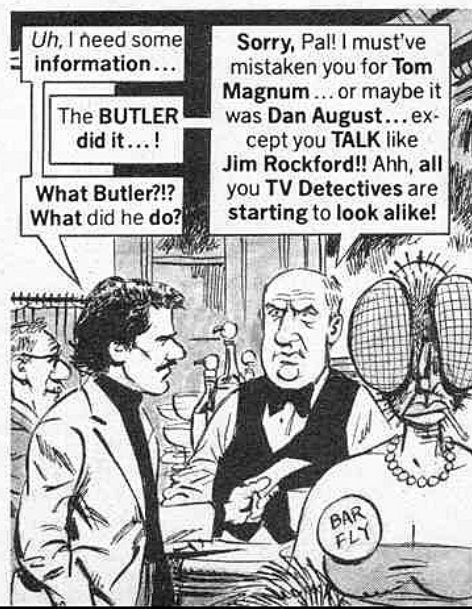
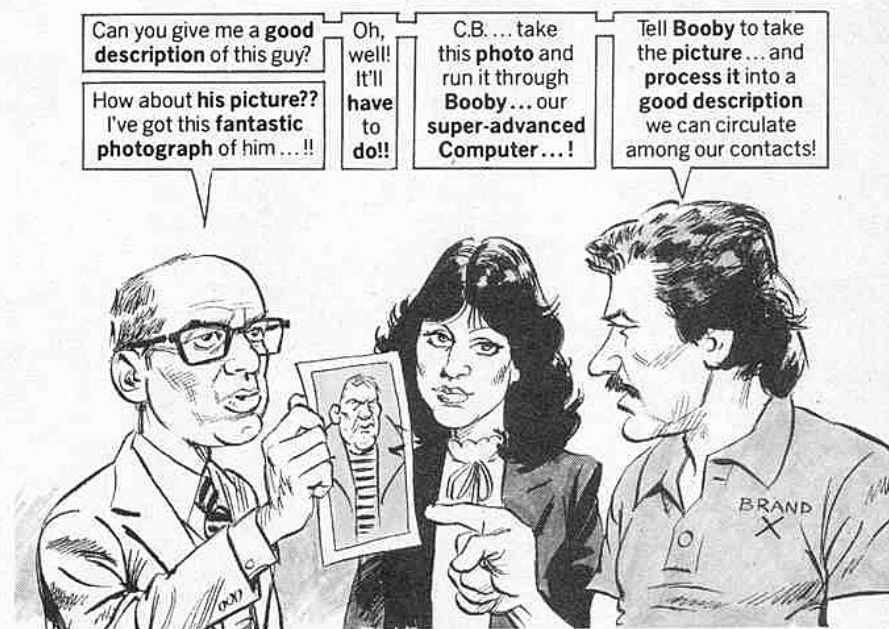
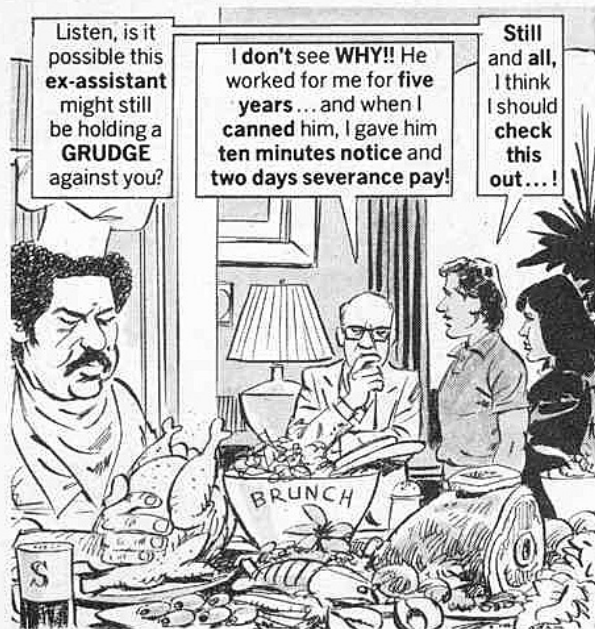
You
don't
know
for
sure?!

I've got a
Post Office
Box! Most of
my mail blows
up before I
have a chance
to pick it up!

I can see where **half**
the country would
like to see you dead
...but we'll have
to **narrow it down** a
bit! This is only an
hour-show, and I'm
not that clever!!

Well... I **do** have one
small bit of informa-
tion that might be of
some help! I once had
an **assistant**... but I
fired the dishonest,
lying, cheating rat!!

Hold it
a minute!!
Call it a
wild, crazy
guess, but
we **MIGHT**
be **ON** to
something!!



Hi, fellah!
It sure is
a lovely
night for
threatening
someone's
life...
isn't it?!

Listen, Mac, I don't know what
you're driving at, but you've
got the wrong guy! However...
you MIGHT be looking for my
Brother, "THE KILLER" ... who
was put into Sing Song Prison
yesterday ... for MURDER ... !!

Boy, I'm so
lucky! Just
when I think
I've come to
a dead end,
another
mini-clue
surfaces!

Oh-oh ... !!
I don't like
this at all!
SOMEONE is
following
me ... !!

I don't know why
this is happen-
ing! After all,
I AM using my
"plainclothes
car" ... !!

The only car in the en-
tire State of California
that has **NORMAL NUMBERS**
instead of some cutesy
name or obscure saying
on its license plates!



Here's how I'll lose him!

Besides, driving through
a CAR WASH in an open
convertible is really
such a BIG SAVINGS ... !

I get my CAR
WASHED and
my CLOTHES
CLEANED at
the SAME
TIME!!

Hello, Hoyt? This
is Houstink! I need
HELP! Someone is
FOLLOWING me, and
I can't shake him!!

Houstink, you
idiot! It's ME
following you!
So stop your
car, please!!

You **STUPID MORON!!** You didn't
have to stop **THAT FAST** ... !!



Listen, Matt, we had a
deal, didn't we? That
you wouldn't go after
anyone without telling
me? That you wouldn't
interfere with Police
business ... ? Right??

But, Hoyt! This guy
is probably bananas
... a wacko ... el
sicko ... la flake!!

Don't give me that
medical mumbo-jumbo!

All right! He **COULD**
be a paranoid schiz-
ophrenic with deep
psychotic tendencies!

Okay!! Now **THAT**
I can understand!

You've got to get me
into Sing Song Pris-
on ... in the same
cell with this guy!

What in the world
FOR? He's already
serving a Life Sen-
tence for MURDER!

Yes, but if my plan works,
I might get him to escape
and threaten my client one
more time! Then, I can get
him convicted for "threat-
ening to kill someone" ...
which would add six months
to his Life Sentence! It
would teach him a lesson!!

I can't get you placed in a cell with a killer!!

Come on! You **KNOW** we always do little favors for each other!

Hey, Hoyt, remember the time you were accused of **accepting payola** ... and I gave you **money under the table** for a **Lawyer**?!
Okay ... you win!!

Just one thing! Now, you'll have to make up some **convincing CHARGE** against me!

How about "**Impersonating an ACTOR**"?!?

Warden, my name is **Matt Houstink**! I'm a **Private Investigator** ...!

Why are you showing me a picture of a girl in a **string bikini**?

You must have seen plenty of **Private Investigator I.D.'s**! I just thought you'd like to see something a bit different!



I want to be placed into the **same cell** as the prisoner they call "**The Killer**" ... and I want my arrival here kept very quiet!

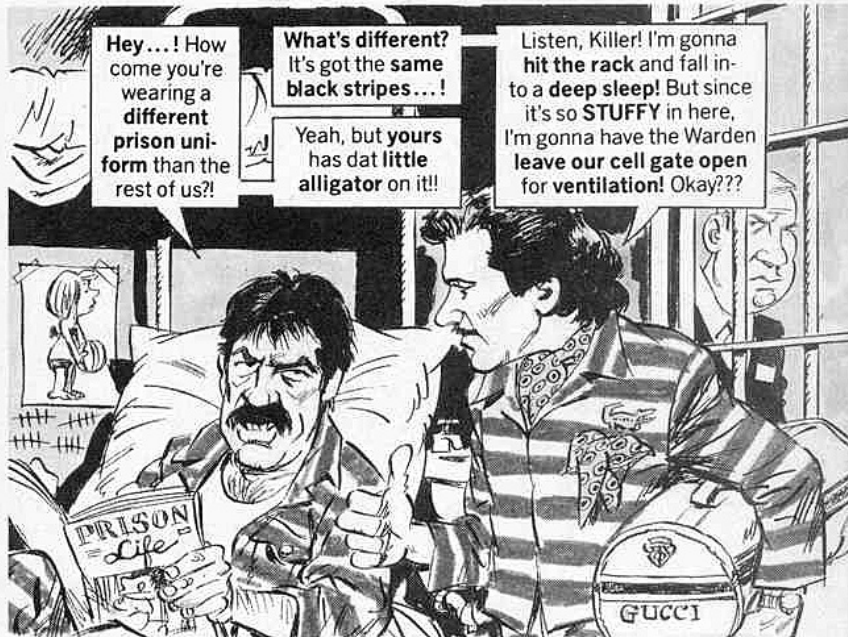
I'll do my best, Houstink, but I think you might have called a **little attention** to yourself when you landed your **private helicopter** in the prison yard during the exercise period!!

Hey ...! How come you're wearing a **different prison uniform** than the rest of us?!

What's different? It's got the **same black stripes** ...!

Yeah, but yours has dat little **alligator** on it!!

Listen, Killer! I'm gonna **hit the rack** and fall in to a **deep sleep**! But since it's so **STUFFY** in here, I'm gonna have the Warden **leave our cell gate open** for ventilation! Okay???



Booby, why are you showing me a picture of a **Delicatessen**? Does it have something to do with the case??

No, it's time for our **light-hearted moment** in the show! The **Dell** picture indicates that **Houstink** is a **ham**, the **story line** is **baloney**, and the **dialogue** is the **wurst**!

Well, watch your tongue ... or we'll all be in a **pickle**!

So much for **light-hearted**!

Okay, Lady! If you wanna live, **don't make a move**!

If you let me **move a LITTLE**, I can **tie myself up**! And then, you can hold me "**hostage**" with almost **no effort**!

Hey, how'd you know I was gonna do that ... ?!

Because I'm held **hostage** in every other episode ... and I'm a very fast learner!!



Your friend, **Houstink**, tried to pass himself off as a **prisoner!** But he **blew it** when they brought our **food** to the **cell** and he **insisted** on **picking up the check!**

But, **how** did you know to come here??

I asked him to recommend a **good Private Investigator!** He gave me his **business card!**

Okay, **Killer!** Drop the **gun!!**

Houstink!! How did you know I'd come here?!

By **clever Detective work!** I called every cab company in the city, and asked if any **driver** happened to remember picking up an **armed convict** in front of **Sing Song Prison!** I got lucky...!!



So that's it!?! I'm caught!?!

Not quite! We have to have our **mandatory scuffle** as you attempt to escape by crashing through that **window** onto the **terrace!!**

Thanks for the suggestion on how to escape, **Dummy...!!**



Houstink...! I was just coming by to see if anything was new when I heard the **commotion...!**

Aren't you going to chase that **killer** out onto the **terrace** before he climbs down the **30 stories** to the street and **escapes!?**

He won't! This building **doesn't HAVE** any terraces!!



I sure feel a lot safer now that **HE's** out of the way for good! **Uh—**how much do I owe you for your services?

\$20... plus expenses!

Wow! That's **CHEAP!!**

I wouldn't say that!! On his last case, **cleaning and pressing charges** alone were over **\$6000!** And **car-chase damages** were nearly **\$21,000!** There was **\$1200** for **haircuts**, and **\$5500** for **tooth caps**, and—



**WHAT
INSATIABLE
MONSTER
IS STARTING
TO ROAM OUR
STREETS
AGAIN?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

It never fails! Every time we think we've gotten rid of one of our nightmares, it somehow magically reappears. To find out which horror it is this time, all you have to do is fold in page as shown at right.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

THE DEMANDING NEEDS OF THIS MONSTER ARE—IN A WORD—
TROUBLE! NO MATTER HOW MUCH THE THING CONSUMES, IT
GASPS FOR MORE! BUT FOR SOME STUPID REASON, MANY
GULLIBLE PEOPLE THINK THE CREATURE IS QUITE A DAZZLER!

A

B

**IN CASE OF
ATOMIC
ATTACK**

**...THE FEDERAL
RULING AGAINST
PRAYING
IN THIS SCHOOL
WILL BE
TEMPORARILY
SUSPENDED!**